NOVEMBER 26, 1945 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

SEGAL SMITH HENNESSEY
1025 WOODWARD BLDG
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Date

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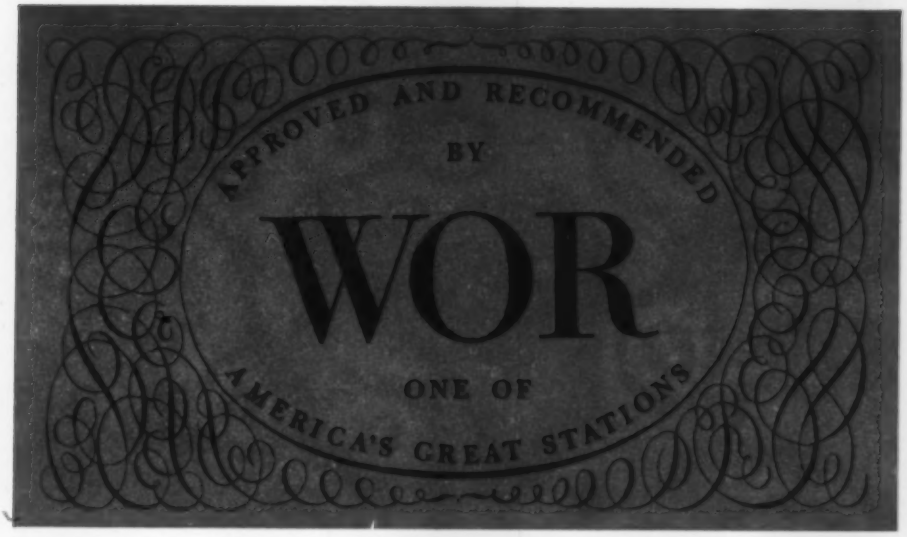


picture of a label never printed

IN THE HOMES of hundreds of thousands of listeners the letters WOR are the initials of an old and trusted friend.

Since its founding in 1922, WOR's unique personalities and intimate methods of programming have increasingly cultivated this confidence and warm friendship among the people who dial it into their homes.

This faith of thousands in the things that WOR says, is no less an asset to WOR's hundreds of sponsors than it is to the station itself. It is as tangible and valuable a mark of added approval as if each advertiser's message and product were to bear the label shown above.

It is such belief in WOR that helps sponsors not only to make sales, but to build added public goodwill for their companies and themselves.

MUTUAL

MARKET SERVICE

56 MARKET REPORTS *Each Week*

WLS broadcasts daily reports on the livestock, poultry, hog, fruit, vegetable, butter, egg and grain markets, weekly reports on cheese and wool . . . also a daily summary of all markets.

MARKET NEWS means money to WLS listeners. From central Illinois, a listener writes, "We had a lot of hogs ready for market. We heard your broadcast early yesterday morning, took our hogs in right away and got *top price of the season.*"

This is service that counts . . . all over Midwest America.

WLS broadcasts 56 different market reports each week in 44 regularly scheduled farm programs. From the market center of the nation, home of the world's largest stockyards, WLS presents such experts as Bill Morrissey, Dave Swanson and F. C. Bisson in reliable, *on-the-spot* market reports.

Most farm families in the WLS four-state area—69% to be exact—get their market news from WLS, according to a government survey.

This practical help to the farm family is only one of many services through which we fulfill our obligation to the farms and small towns of the Middlewest. Our deepest concern is to maintain this program of constructive service for farm people, that we shall continue to merit their confidence—a confidence that extends also to advertised products associated with our name.

A Clear Channel Station

WLS

The PRAIRIE FARMER STATION

CHICAGO 7

BURRIDGE D. BUTLER, *President;* GLENN SNYDER, *Manager.* 50,000 watts, 890 KC, *American Affiliate. Represented by* JOHN BLAIR & COMPANY
Affiliated in Management with KOY, *Phoenix, and the* ARIZONA NETWORK — KOY, *Phoenix,* ★ KTUC, *Tucson* ★ KSUN, *Bisbee-Lowell-Douglas*

FOR
CHRISTMAS
BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING
1946 Yearbook
Number Included

Special Christmas Gift

SUBSCRIPTION RATES

52 WEEKLY ISSUES

✶

10 Gift Subscriptions	$35.00
5 Gift Subscriptions	20.00
2 Gift Subscriptions	9.00
1 Gift Subscription	5.00

1946 YEARBOOK Number Included

WHEN YOU HAVE INS, you don't have to stand pat on the news cards first dealt you...You can draw more cards...You can improve your hand...All the news is yours. Radio stations get exactly the same reports as newspapers—not just a skeletonized selection made by some editor in a distant city without knowledge of, or regard for, your local needs. With INS you can keep on drawing until your newscast becomes a royal flush.

INTERNATIONAL NEWS SERVICE

BROADCASTING... at deadline

Closed Circuit

THERE'LL be cloudburst of new standard stations in smaller markets soon. FCC wants to populate towns not now having local service with AM stations and several dozen will be authorized in both local and regional categories shortly out of a total of some 60 pending—maybe this week.

CURTIS PUBLISHING is reported planning to devote liberal space to radio in its new publication *Holiday*. Robert Cadigan will handle this department.

IF LEONARD MARKS, crack FCC broadcast attorney and chief assistant to General Counsel Rosel Hyde, resigns soon, it won't surprise his friends and associates. He has received number of offers to go into private practice, but is also being urged to run for Congress from his home town—Pittsburgh. Should he choose political course, he would run on Democratic ticket and his friends predict he'll make it hands down.

DEAL whereby Associated Broadcasting Co. would relinquish the "ABC Network" identification to American Broadcasting Co. was reportedly all set on Monday, all off on Wednesday and back in the undecided stage on Friday.

M. H. AYLESWORTH, network radio's first outstanding citizen, may vault into radio limelight soon. Now a New York practitioner with number of important clients on consulting basis, he may figure prominently in new radio syndication venture.

THERE'S clue to final disposition of international broadcasting in some of recent public statements by William Benton, Assistant Secretary of State in charge of Public Affairs and former partner, Benton & Bowles. He believes Government must put up money—but thinks worldwide dissemination of information via radio should enjoy participation by private operators, since such policy reflects American system of broadcasting. Mr. Benton has asked Congress for funds to experiment in field over next months before final decision.

MUCH DISCUSSED Magnetophon will soon be on display at Department of Commerce, Washington. Publication Board soon will release photos, diagrams and translation of German technical article on recording system. Board releases reports as aid to U. S. science and industry but reminds that products and processes may also be the subject of U. S. patents.

IT'S STILL up in the air as to when engineers representing North American nations will meet in Washington to discuss revisions of Havana Treaty (NARBA) on sharing of standard broadcast channels as proposed by Cuba at Rio de Janeiro conference last September. Meeting apparently was tentatively slated for Jan. 15, but conflicted with Jan. 14 date for convening

(*Continued on page 94*)

Upcoming

Nov. 26-30: NAB Sales Managers Executive Committee, Roosevelt Hotel, N. Y.

Dec. 2-3: Natl. Assn. Radio Farm Directors, Stevens Hotel, Chicago.

Dec. 13-14: NAB Finance Committee, Washington.

Dec. 28: FM Executive Committee, Palmer House, Chicago.

Bulletins

CONTRACTS covering announcers at KSAN San Francisco and WPTF Raleigh, N. C., signed with AFRA; agreements with KYW Philadelphia, WDAF Kansas City and WBT Charlotte, renewed. Contract with CBS on shortwave announcer-producers also concluded. AFRA-KWK St. Louis dispute regarding definition and applicable fees for master of ceremonies on a two-hour record program recommended for further attempt at arbitration.

FREE INTERNATIONAL communications at rates that would stimulate broadest possible interchange of news was proposed Friday by FCC Chairman Paul A. Porter at Anglo-American Telecommunications Conference in Hamilton, Bermuda. "In this modern world," said Mr. Porter, vice-chairman of the U. S. delegation and of Conference, "there must be no monopoly on the market-place of the mind." He urged elimination of all "artificial and historical" restraints on world communications facilities.

PRESIDENT Harry S. Truman and Gen. George C. Marshall will be heard on all networks at 12:30 p.m. Monday when Gen. Marshall delivers his farewell address to the Army. Ceremony will take place in the Pentagon court, Washington. President Truman will introduce the general and give him a special citation.

Business Briefly

COLGATE, LEWIS PARTICIPATIONS ● Colgate-Palmolive-Peet Co. (Colgate's Dental Cream) starts four-weekly participations on *Jack Arthur* program, WEAF New York, Nov. 26 for 10 months. Agency, Ted Bates Inc., New York. Another new participant on *Jack Arthur* is Lewis Cigar Mfg. Co., Newark (Siedenberg cigars), whose thrice-weekly spots are for 52 weeks. Agency, Lewis Adv. Agency, Newark.

A. M. R. CAMPAIGN ● A. M. R. Chemical Co., New York, (A. M. R. Lighter Fuel), starts spot announcement campaign through Ellis Adv. Co., New York, Dec. 1 for 13 weeks on following New York Stations: WHN, WQXR, WNEW.

BORDEN PLUGS SHIFT ● Series of 20, 30, and 40-second spots recorded as gag announcements in connection with switch of Borden Co. program *County Fair* from American to CBS, Dec. 8. Spots are in addition to 4½-minute recording of excerpts from program. Agency, Kenyon & Eckhardt, New York.

ASSOCIATED LOAN

LOAN of $150,000 to $200,000 to Associated Broadcasting Co., newest wire network, with option to purchase control was negotiated late Friday by Leonard Versluis, Associated president, with Floyd Odlum, industrialist and president of Atlas Corp., New York investment house.

The loan, it was learned by BROADCASTING, is for about five months, during which time Mr. Odlum and his associates will determine whether they want to acquire control, presumably for the amount of the loan. Mr. Versluis and certain of his associates, it was understood, would retain a minority—probably less than 25%—if Mr. Odlum exercises his option. Associated began operation last September as a wire network and has sought financial backing for some time. Mr. Odlum was a bidder for the Blue network several years ago.

45 FM Stations Granted Conditionally

ADDITIONAL grants for 45 new FM stations were announced late Friday by FCC. Additional 11 applications for FM stations in Boston were set for hearing. Commission action brought total number of FM grants to 174, representing estimated expenditure of $8,609,216. Still to be acted on are 522 FM applications.

Commission revealed it has pending total of 1,523 applications—674 for new AM stations and changes in facilities, 707 for FM stations, and 142 for television. Of total of 463 applications for new AM outlets, 240 have been set for consolidated hearings staggered over next four months.

Action on group of about 50 AM applications from communities without stations will be taken in next two weeks. Another 19 applications involving breakdown of clear channels will be deferred until clear-channels hearings, set to begin Jan. 14, have been held. Remaining 415 AM requests will be processed "with as much dispatch as public interest will permit," Commission said, with expectation that "considerable number" can be granted without hearing.

Commission stated that because of excess of applications over channels assigned in 12 metropolitan areas, 80 applications for television stations will be designated for consolidated hearings when final rules and standards, soon to be issued, are promulgated. Remaining 62 TV applications will be processed with "due diligence."

Applications for FM stations in Boston designated for hearing are CBS; Yankee Network Inc.; Unity Broadcasting Corp. of Mass.;

(*Continued on page 94*)

THE SMART SET
WHO DINE AT
ANTOINE'S

OR THE SMART
HOUSEWIVES
WHO SHOP AT
THE CORNER
GROCERY

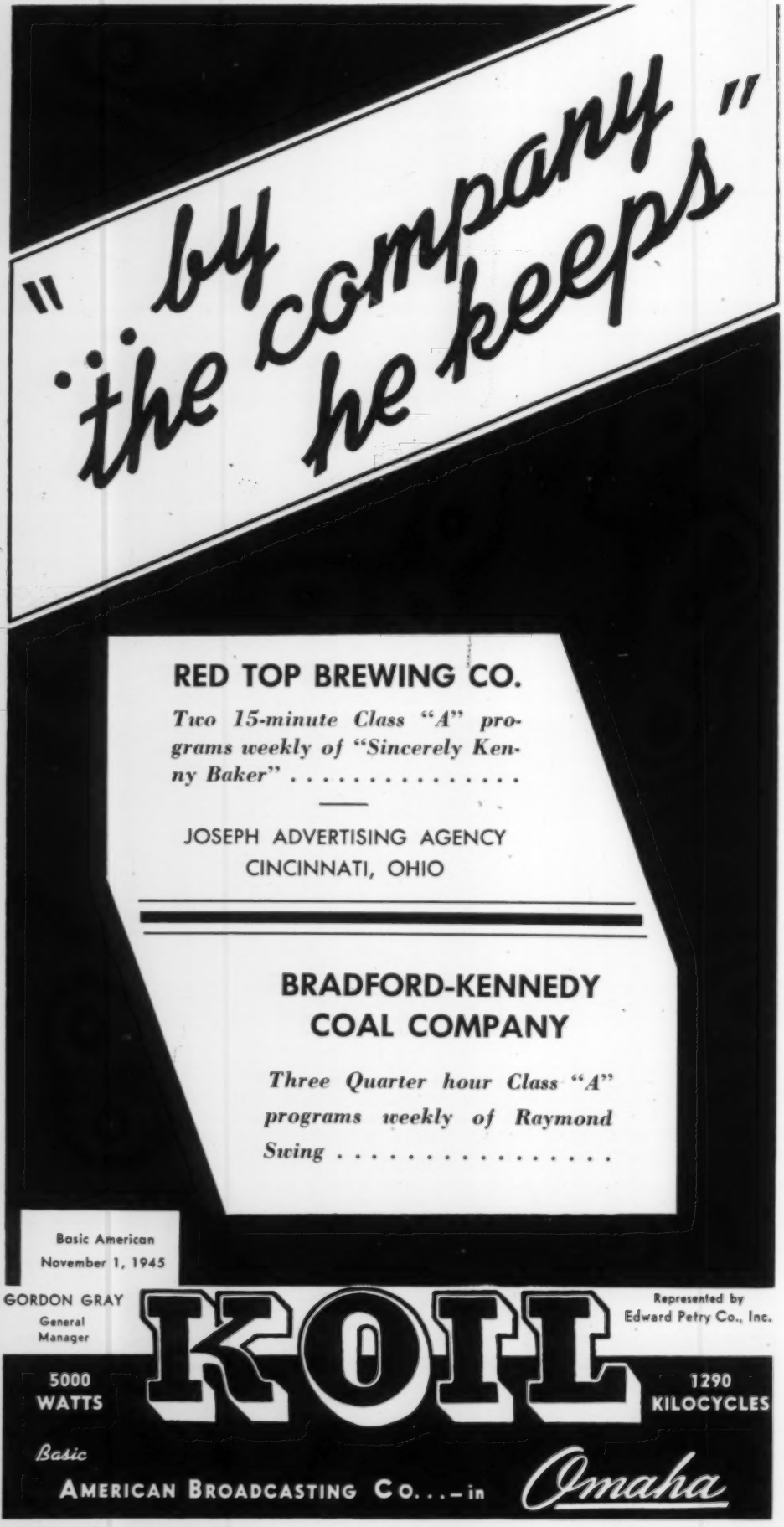
Folks turn first to—

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

50,000 Watts ★ Clear Channel ★ CBS Affiliate

Represented Nationally by The Katz Agency, Inc.


"by the company he keeps"
RED TOP BREWING CO.
Two 15-minute Class "A" programs weekly of "Sincerely Kenny Baker" . . . . . .
JOSEPH ADVERTISING AGENCY
CINCINNATI, OHIO
BRADFORD-KENNEDY COAL COMPANY
Three Quarter hour Class "A" programs weekly of Raymond Swing . . . . . .
Basic American
November 1, 1945
GORDON GRAY
General Manager
KOIL
Represented by
Edward Petry Co., Inc.
5000 WATTS
1290 KILOCYCLES
Basic
AMERICAN BROADCASTING CO. . . . in
Omaha

BROADCASTING

The Weekly Newsmagazine of Radio

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* Reg. U. S. Pat. Office

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SHREVEPORT, LOUISIANA

STACKS UP!

among the 12 cities of 115,000 to 125,000 population

WHEN a city has the smallest population in a group of twelve and ranks fourth in the group in per capita income, we say that city "stacks up."

That's the story of Shreveport, 12th in size among America's twelve cities with populations between 115,000 and 125,000, and FOURTH in the group in per capita yearly income for 1944.

That's the reason men who know the nation's buying markets look toward Shreveport, capital of the Ark-La-Tex area—one of the nation's richest areas . . . completely covered by 50,000-watt KWKH.

Represented by The Branham Co.

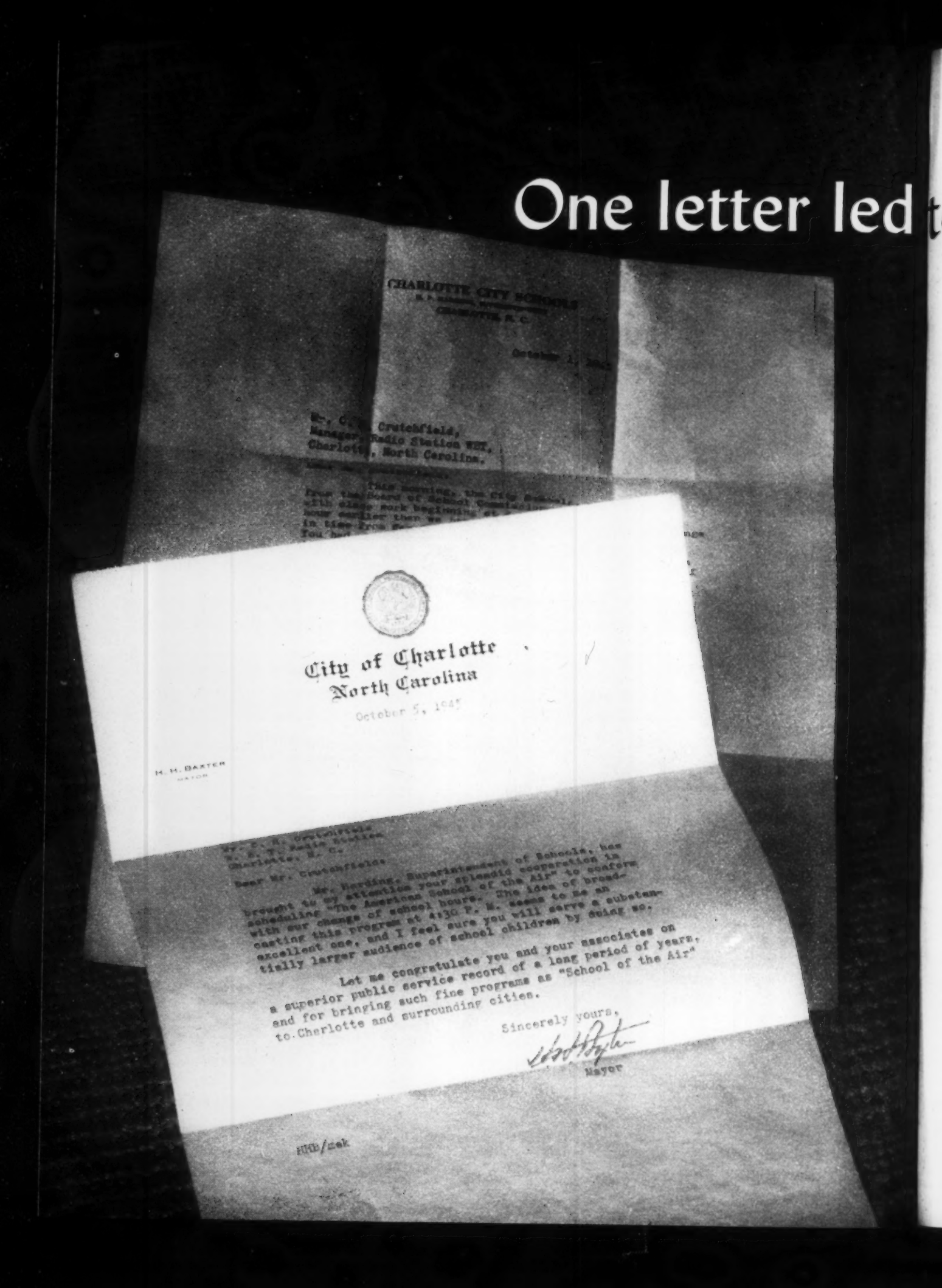
KWKH

CBS ★ 50,000 WATTS

The Shreveport Times Station

SHREVEPORT, LOUISIANA

One letter led t



CHARLOTTE CITY SCHOOLS
CHARLOTTE, N. C.

October 1, 1945

Mr. C. [illegible] Crutchfield,
Manager, Radio Station WBT,
Charlotte, North Carolina.

This morning, the City Schools
from the Board of School Commissioners
with classes beginning at
hour earlier than we
in time from
You have

City of Charlotte
North Carolina

October 5, 1945

H. H. BAXTER
MAYOR

Mr. C. H. Crutchfield
W. B. T. Radio Station
Charlotte, N. C.

Dear Mr. Crutchfield:

Mr. Harding, Superintendent of Schools, has brought to my attention your splendid cooperation in scheduling "The American School of the Air" to conform with our change of school hours. The idea of broadcasting this program at 4:30 P. M. seems to be an excellent one, and I feel sure you will serve a substantially larger audience of school children by doing so.

Let me congratulate you and your associates on a superior public service record of a long period of years, and for bringing such fine programs as "School of the Air" to Charlotte and surrounding cities.

Sincerely yours,

Mayor

HHB/sek

d to another

. . . but an awful lot happened in between!

It all began with a letter from Superintendent H. P. Harding of Charlotte's City Schools. The change to Eastern Standard Time led the school commissioners to start Charlotte's schoolday a half-hour earlier. So he wrote: *"I believe it would be to the advantage of the school children who will be listening at home if your American School of the Air programs were moved up to 4:30 P.M....(to) conform with the change in the school program."* That was *October 1.*

WBT looked at its schedule, then at *The Briarhoppers'* rating in that half-hour spot... a runaway 70% share of audience★, Monday through Saturday. Frankly, it presented a tough problem.

But WBT had made a promise. When the Southeastern Broadcasting Company bought WBT in September, its pledge to Southern citizens was in the true WBT tradition: *"WBT is and will remain—your station—dedicated to your home, your community, your family, your school and your church."*

It could only be one way. We moved *The Briarhoppers* (with the approval of their equally civic-minded sponsor) to 3:30-4:00 P.M.—had *American School of the Air* transcribed from the CBS network lines each day and are rebroadcasting it from 4:30 to 5 P.M. the next afternoon.

It wasn't long before WBT received another letter. This time it came from Mayor H. H. Baxter of Charlotte, dated *October 5.* It said: *"...splendid cooperation...Let me congratulate you on a superior public service record of a long period of years and for bringing such fine programs as School of the Air to Charlotte and surrounding cities."*

Mayor Baxter's letter is representative of how people in the Carolinas regard WBT's services. They show their thanks with solid loyalty—even changing their listening habits when, for important reasons of public service, it becomes necessary to switch one of their favorite entertainment programs to a new time period. They know and appreciate that, at WBT, public service comes first.

★*CBS Listener Diary (Spring, 1945)*

WBT *The South's Pioneer Station*

CHARLOTTE · 50,000 WATTS

SOUTHEASTERN BROADCASTING COMPANY

Represented by Radio Sales, the SPOT Broadcasting Division of CBS

SURE!

We Know the War's Over

. . . But our sleeves are still rolled up. Even without war production, the Tampa trade area keeps on in high gear.

For Example . . .

Early vegetables and citrus are bringing top prices.

Winter visitors are already beginning to swell the area's regular population of 787,112.

And in Tampa . . .

Bank clearings for October were $13,591,889.83, as compared to $13,224,109.85 in the war month of October, 1944. October's real estate transfers were valued at $3,308,000 as against a valuation of only $2,739,900 last year.

Yes, money is made—and spent—in the Tampa trade area. For efficient coverage of the heart of Florida's richest trade territory, use WFLA.

5000 WATTS DAY AND NIGHT

WFLA

TAMPA NBC

NATIONAL REPRESENTATIVE JOHN BLAIR & CO.

My Impression of Europe

By COL. HARRY C. WILDER
President, WSYR Syracuse
(Eleventh of a series by members of the U. S. Mission to ETO)

IN ONE important respect, occupation of Germany at the end of World War II is far ahead of the occupation setup I knew as the military governor of a Rhineland District at the end of the First World War.

In 1918, we occupied Germany with virtually no carefully trained military government administrators. In 1918-1919 the military governor was the unit commander assigned to the area. He was judge, administrator and everything else and all these tasks were piled on his shoulders in addition to his normal command duties.

But in 1945, we are occupying in a more intelligent way, and with a highly trained cadre of officers, prepared and capable of doing the administrative work of the occupation efficiently. The unit commander no longer has to take over

(Continued on page 42)

COL. WILDER

Sellers of Sales

TO NORMAN BOGGS, redheaded sales manager of WGN Chicago, one thing will always be true of radio. Radio is still in its infancy and doubtless always will be because of its unsuspected developments.

"Who can say that FM or technicolor television will be the last word in radio communications?" he says.

He entered radio in 1932 as salesman for WAAF Chicago, and has been with WGN since 1937. Before taking over in February as sales manager, he held a similar position with the station's New York office. He has a lot of questions written on his memo pad which he and a great many other radio executives would like to have answered. Among them, what will FM do to commercial billing? How will it affect time rates? Will there be a marked change in types of products sponsored?

NORMAN

WGN has already taken steps to take full advantage of FM development when it comes, by filing applications for FM stations in Milwaukee, Fort Wayne, Grand Rapids and Peoria, in addition to its Chicago FM station, WGNB. Norman and his staff believe the selling end of radio will need to keep pace with the technical advances.

He was born Sept. 21, 1903, at Connorsville, Ind. He married Claire Henderson. In 1923, when he was an undergraduate of the U. of Illinois, he helped pay his way through school by pounding piano for a college dance band.

When the chance came to play in a band aboard a boat bound for the Orient, he jumped at and on it. The trip was exciting and not without adventure, but it cured him of his wanderer's itch.

When he got back, any job looked good and Norman became a space-salesman for trade journals. Radio was wide open and his next job was with WAAF. He recalls with some amusement his first attempt to make a sale. A Chicago credit clothier put him off for six months but finally agreed to buy a quarter-hour which sold for $35. Within six months he had increased his radio budget to $600 a week and his business boomed until he had to move to larger quarters.

After five years with WAAF, the last three as commercial manager, he joined the sales staff of WGN. Three years later he was appointed sales manager of the New York office, a post held until going to Chicago last February. In the 13 years Norman has been in radio he has found one thing to remain an inflexible rule for producing results—give the public what it wants, even if it costs you money.

Sells 15 fur coats first night

Baskin Furs of Washington, D. C., was the advertiser . . . WWDC was the radio station.

It's an unusual story too.

You see, Baskin had bought spots in almost every time bracket. Then one day they decided to try the WWDC all-night show.

We didn't think it was a good spot for fur coats. But they did.

So did the listeners. Baskin got orders for 15 fur coats the first night.

We knew we sold goods on our all-night show . . . but that floored us.

It's just another proof that WWDC delivers . . . around the clock.

WWDC

the big sales result station in Washington, D. C.

Represented nationally by

WEED & COMPANY

WWSW
believes in balance

. . . A balance that favors public service more than any other 250-watt station in the country.

. . . Operating on a 24-hour basis, WWSW schedules more time for serving peoples' interests.

. . . WWSW is public service conscious because only by serving the public can a station be useful to its community.

WWSW

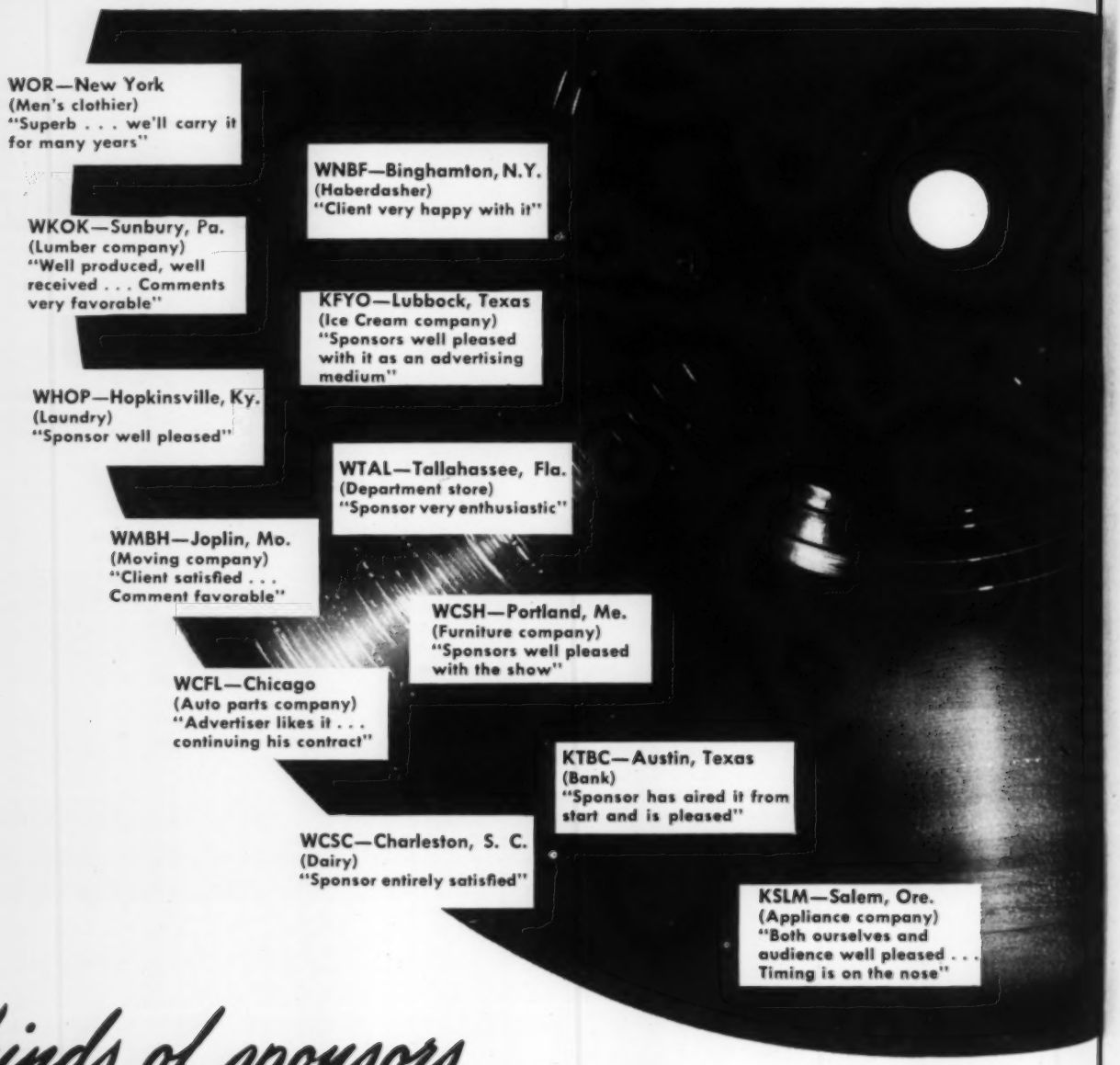
Some WWSW Public Service Programs—

Junior Town Meeting
Let's Explore Music
OPA Round Table
Major League Baseball
Radio News Reel
Composer's Clinic
Football Games
Meet Your Neighbor
Foreign Policy Ass'n.
National Achievement Club
Professional Hockey
Basketball, Golf
Something About a Soldier
Golden Hour
Deshon Hospital Diary
Masterworks in Music

WWSW rates public service ahead of dollar volume!

WWSW, INC.—PITTSBURGH, PA.

Represented by Forjoe and Company



15 kinds of sponsors .. one kind of comment ... on U.P.'s ONE MAN'S DESTINY

Banks, dairies, optometrists—lumber and auto part and moving companies—newspapers, creameries, department stores—sheet metal contractors, haberdashers, furniture dealers—tire distributors, men's clothiers and electrical appliance houses sponsor the United Press radio feature, "One Man's Destiny".

And on the show these 15 kinds of sponsors make only one kind of comment. A song-title sums it up: "Good! Good! Good!" A few specific quotations appear above.

"One Man's Destiny" is a 15-minute transcribed dramatization of the careers of the men who are making the biggest news of today and tomorrow—the authentic, thrilling life stories of the living great. For public service presentation or sponsorship, it's a station standby. The U. P. bureau nearest to you has complete information ready.

•

it's simple as 1-2-3

ADELAIDE HAWLEY'S sales success on WEAF has been as simple as that. In her *first* year she was terrific . . . in her *second* even better . . . and now, starting her *third* full year on WEAF, she offers alert sponsors one of the most potent sales voices in the world's greatest market.

Adelaide Hawley is known to millions—as a lecturer on the seven lively arts, as a speaker at important gatherings, as women's commentator for MGM's News of the Day. Adelaide Hawley has been going places for years . . . and wherever she goes she always finds something of interest to report.

Every Monday through Saturday at 9:30 A.M., Miss Hawley brings intimate word-pictures of trends and events to the tremendous WEAF audience. Her frequent air visits with the great, the near-great, and the little known give her program true timeliness and vitality.

Yes, sales results are simple when a personality like Adelaide Hawley combines forces with the voice of WEAF. And it will be simple for you to garner a rich segment of WEAF's 10-billion-dollar market when Adelaide Hawley sells your product to her intensely loyal audience.

NBC's Key Station · New York

WEAF

50,000 watts · 660 kc.

Represented by NBC SPOT SALES

Welcome back to F&P,

Captain Ewart M. Blain!

ON December 8, 1941—while the fires were still burning at Pearl Harbor—our own Ewie Blain marched into an Army recruiting office and enlisted as a buck private. Assigned to the Artillery, Ewie Blain rose fast and traveled far. He was with MacArthur all through New Guinea and the Philippine Campaigns—ended up the War on Honshu, wearing a Captain's double bars and commanding his own Battery. But now Ewie is on his Terminal Leave—*on December 1 will rejoin F&P, in the New York Office.*

Before the War, aside from two years in general business and seven years in a major radio station (WFBL), Ewie Blain was for three years a highly successful Account Executive at F&P. His return is something for which we have definitely "watched and prayed". Welcome home, Ewie, you old *#!!*—we can't wait to see you in your civilian clothes!

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WJEF-WKZO	GRAND RAPIDS-KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOB	ALBUQUERQUE
KEEW	BROWNSVILLE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KOIN	PORTLAND
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 **NEW YORK:** *444 Madison Ave.* Plaza 5-4130 **DETROIT:** *645 Griswold St.* Cadillac 1880 **SAN FRANCISCO:** *111 Sutter* Sutter 4353 **HOLLYWOOD:** *6331 Hollywood* Hollywood 2151 **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING

VOL. 29, NO. 22 WASHINGTON, D. C., NOVEMBER 26, 1945 $5.00 A YEAR—15c A COPY

New FCC Allocation of TV Expands Service

More Stations Are Available; 28-Hour Schedule Set

By JACK LEVY

(*TV Rules Report, page 83*)

MORE TELEVISION stations for the nation's largest cities were provided by the FCC last week under a new allocation plan carrying out objectives of the Television Broadcasters Assn. proposal, but without requiring use of directional antennas.

Deciding policy on the most controversial of the rules to be adopted for sight-and-sound broadcasting, on which oral arguments were heard six weeks ago, the Commission:

1. Gave New York, Chicago and Los Angeles seven channels each, assigned 33 other cities additional channels, eliminated community stations from 24 cities but provided each with at least one metropolitan facility.

2. Set a minimum of 28 hours a week and of two hours in any one day for the operation of television stations, but said it would consider different requirements for different types of stations. Commission's original proposal for a 42-hour week has been opposed by CBS, Bamberger Broadcasting Co., and several other television operators as too high.

Multiple Ownership

3. Held generally to language of its proposed rule on multiple ownership restricting control of more than one station in same area by a single licensee and limiting networks or other groups from owning more than five stations. Both NBC and CBS had objected to this rule.

4. Made network regulations for standard broadcasting applicable to television.

5. Adopted rule originally proposed to require television licensees to share use of their antenna sites where other sites are not available to prospective licensees.

6. Required that announcement must be made of the use of mechanical reproductions except where used for background or incidental effect.

7. Ruled that television stations must identify themselves to their audiences at least once an hour by either aural or visual means and by both aural and visual announcements in signing on and off the air.

8. Deferred its decision on question of requiring that television channels be shared by two or more licensees but offered to consider applications for voluntary sharing arrangements.

FCC allocation plan provides for a total of 405 television stations, 388 of which would use metropolitan channels and the remainder community. The channels made available for the various cities, the Commission pointed out, will be revised in accordance with the demand for stations.

Under new allocation schedule, New York gains three stations, Chicago two and Los Angeles one over the number designated in the Commission's original proposal of Sept. 20 [BROADCASTING, Sept. 24, Oct. 8]. Detroit, Boston, Cleveland and Indianapolis are each allotted five instead of three; St. Louis and Portland, Ore., are given five instead of four; Philadelphia, Chattanooga, Buffalo, Cincinnati, Columbus, O., Milwaukee, Norfolk-Portsmouth-Newport News, Pittsburgh, Richmond, Sioux City, and Washington, D. C. each are assigned four instead of three.

Favored TBA Objectives

The Commission asserted that its plan makes possible as many stations in New York and other cities as was proposed in the TBA plan. "Generally speaking, what has been done", the FCC explained, "is to provide for community stations in the smaller communities where the TBA plan had proposed high-power stations with directional antennas.

"In addition, television stations have been located somewhat closer together in the eastern part of the United States than was done in the original Commission proposal with the result that in many instances stations may not be able to serve out to their 500 uv/m contour. However, on an overall basis the average service area of all stations in the eastern part of the United States will be greater under the Commission's proposal than under the TBA proposal."

For the remainder of the country, the Commission noted, the two plans are the same.

The FCC declared that while it favored the objectives of the TBA plan it was opposed to the use of directional antennas to achieve it. It pointed out that growth of civil aviation will accentuate the problem of finding suitable antenna sites and that requirements for directional intennas increase the possibility of coming into conflict with air navigation restrictions.

Objection also was registered to the directional system on the basis that it intensifies shadow and distortion problems, results in "highly artificial service areas with a good part of the station's signal strength being directed out to sea" and limits the service area of a station to that of a community station, while increasing cost of construction and operation to that of a metropolitan station.

The Commission's action with

(*Continued on page 93*)

NEW ALLOCATION plan adopted by the FCC last week for television is a feather in the cap of J. R. Poppele, WOR chief engineer, who as president of the Television Broadcasters Assn. was responsible for the proposal which resulted in the assignments.

Mr. Poppele

Although the Commission decided against the use of directional antennas, which TBA proposed as a method of providing more stations in New York and other large cities, it developed a plan which attains the objectives sought by TBA. It achieved this result by combining its earlier plan with the TBA plan, which gives additional stations to the eastern part of the U. S. but slightly reduces their coverage.

The FCC assignments for the first 140 market areas are basically those suggested by the TBA at the oral argument on the television rules before the Commission Oct. 11-12. Outside of the East, there is no difference between the TBA proposal and the FCC assignments.

The happy compromise was largely the handiwork of Hart Cowperthwait, a 35-year-old member of the FCC Engineering Dept., who carried the brunt of the allocation studies. Mr. Cowperthwait joined the Commission about five years ago, starting with the Radio Intelligence Division and transferring to Broadcast Division less than two years ago.

'Watch Receiver' Is Proposed In Application Before FCC

TIME, NEWS and weather every 15 seconds for reception on a pretuned "radio watch" receiver is the latest of the ingenious proposals for licensed commercial radio to come before the FCC. Using the midget tube developed largely by Raytheon and which has proved such a boon to the hearing aid field, the new receiver would be the nucleus of a proposed continuous service for the public, but employing the sponsored radio technique.

Name of the sponsor, a headline, the time and the weather would be broadcast continuously. The listener simply would place the receiver, about half the size of a package of cigarettes, to his ear, press a button and the 15-second report would ensue.

Applicant for the new service is Electronic Time Inc., of New York, which seeks a development license to conduct initial tests in New York. Among those identified with the project are Albert R. Mathias, consulting engineer with the RFC; Col. W. J. Burke, sales manager, Federal Telegraph & Radio Corp.; T. Peter Ansberry, attorney; Walter L. Roe, communications division, Raytheon; Curtis Hillyer, consulting engineer, and George W. Carpenter, Jessup & Lamont, brokers.

Among the many endorsements accompanying the application were ones from James A. Farley, former chairman of the Democratic National Committeee; D. C. Borden, vice-president of the National City Bank; Admiral Luke McNamee, USN, retired, president of Mackay Radio & Telegraph; Morton Loewi, assistant to the president, Allen B. DuMont Laboratories; J. H. S. Ellis, president, Arthur Kudner Inc., and Harry E. Custer, manager,

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ANA Votes to Establish Radio Council

Separate Division Will Advise Members On Radio Matters

By BRUCE ROBERTSON

TO KEEP ITS MEMBERS abreast of developments in radio, to study government regulations, network policies, union problems and the like, and to advise members of the Association of National Advertisers on their radio problems, the ANA at its 36th annual meeting, held Nov. 18-20 at the Hotel Pennsylvania, New York, voted to establish an ANA Radio Council as a separate division within the framework of the association.

Paul S. Ellison, director of advertising and sales promotion of Sylvania Electric Products Inc., was elected chairman of the board of ANA, succeeding Charles C. Carr, director of public relations of the Aluminum Co. of America. Thomas H. Young, director of advertising, U. S. Rubber Co., and William N. Connolly, advertising manager of S. C. Johnson & Sons, were elected vice-chairmen.

Board Members

Board members elected are: Mr. Carr; D. B. Stetler, Standard Brands; H. W. Hitchcock, Packard Motor Car Co.; H. J. Henry, Johnson & Johnson; A. H. Boylan, Drackett Co.; F. S. Ennis, America Fire Insurance Group. Paul B. West was elected ANA president.

Radio council, which will operate under the guidance of the executive committee of ANA, will serve as an industry guide to problems heretofore handled individually by advertisers. It will be headed, the ANA stated, by "a competent radio specialist", who, according to Mr. Stetler, chairman of the ANA radio committee, has not yet been chosen but will be the best man the ANA can secure.

Proposal for the ANA radio council was made by Mr. Stetler Tuesday morning during the radio session of the convention, where the tax idea was unanimously approved. In addition to Mr. Stetler's discussion of radio affairs, the session included a report by Hugh Feltis, BMB president, on the progress of the bureau in preparing for its first national survey of station audiences and of the reports on its findings that the bureau will furnish to advertisers. A. W. Lehman, president, and George Allen, secretary and general manager of the Cooperative Analysis of Broadcasting, discussed recent developments in this cooperative service of measuring program audiences.

At a media session of the ANA meeting, held Monday afternoon, Marion Harper Jr., vice-president in charge of research, McCann-Erickson, discussed some of the specific ways in which radio research can help the advertiser spend his radio appropriation most efficiently. One of the responsibilities of radio research, he stated, is to isolate the factors contributing to a varying cost per listener; another is to point the way toward eliminating the high mortality in new network programs, half of which do not last through the year and less than a third of which survive two years.

Describing the Lazarsfeld-Stanton program analyzer, which has been extensively used by McCann-Erickson to measure minute-by-minute audience reactions to what they hear, Mr. Harper said that by studying such an analysis of his program the program producer can learn not only what parts listeners liked or disliked, but the reasons for those reactions.

Mr. Ellison

Mr. West

He suggested that the commercial writer should work in close cooperation with the program producer, since the audience reaction to the program item immediately preceding the commercial will have a definite effect on the acceptance of the commercial message. In this connection, Mr. Harper pointed out that regular listeners to a program tend to have a more favorable attitude toward its commercials than do infrequent listeners.

Most important of all radio research techniques, he declared, is the careful analysis of the selectivity of various types of programs. Frequently, he concluded, "it is not radio that fails, but the advertiser's use of radio."

More than a quarter of the American public think that the United States will follow Britain into socialism and nearly half think that the national government can do a better job of straightening out after the war than either business leaders or union leaders, according to a public opinion survey made in October in 123 cities and towns by the Psychological Corp. for the ANA. This survey comprising 5,000 personal interviews, also showed that 39 per cent of the people interviewed think the government should set top limits in peacetime on wages and salaries and 51 per cent think that top retail prices should be set by the government in peace as well as in war.

More Prosperous

In spite of the abrupt end of the war and of many war industries, 83 per cent reported that they were as prosperous or more so than they were two years ago. Queried about postwar buying plans, only 8 per cent said that they were going to cash in their war bonds to buy things they wanted, with 45 per cent planning on paying out of current earnings and 32 out of cash in the bank. Optimism on postwar prospects was indicated by majority opinions that the next couple of years will see as many or more jobs, with wages the same or higher and taxes lower.

Report on the survey was given Monday morning by Mr. Ellison, who announced that the ANA has authorized a new specialized survey on advertising to attempt to determine the actual sales value accruing to products of an advertiser from a public service type of advertising campaign. This survey may also check on the intelligibility of such advertising, whether people generally understand what the ad-

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Drawn for BROADCASTING by Sid Hix

"Hold up that flash about the building being on fire until we get a confirming bulletin!"

Statistical Service Will Be Extended

Bureau Plans Expansion To Aid in Reconversion

EXTENSION of statistical services to business is proposed by the U. S. Census Bureau to aid reconversion and postwar adjustment as well as to strengthen the whole bureau program, according to Director J. C. Capt.

Much of the bureau's work was suspended during the war when major changes in production and distribution were under way, along with vast population shifts and changes in income distribution. Surveys of manufacturing and business covering 1946, first full peacetime year, will reflect these trends.

The bureau has concentrated in the past on periodic complete census taken every 2 to 10 years but these are not often enough to meet business needs because of rapid market and population changes. New bureau program will provide both comprehensive censuses and coordinated current reports.

Market Study

Program will concentrate on manufacturing; distribution—including wholesale and retail and service trades; and population with particular reference to individuals as consumers and members of the labor force. The idea is to measure and describe markets as well as the supply of goods being produced for sale in such markets, it is declared, along with necessary complementary data needed for intelligent analysis of the size, location and conditions existing among producers, distributors and consumers in each of the major sectors of the business economy.

Most important proposal is to conduct a nationwide population census every five years instead of every decade. This will be supplemented by annual sample tabulations to show year-to-year trends.

In the distribution field the bureau plans a complete census covering all wholesale, retail and service establishments (including contract construction) for 1946. Data will show peacetime conditions and permit integration with manufacturer's census statistics. At present a business census is provided by law every 10 years, with the next one to be taken in 1950 to cover 1949. During the 30's need developed for more frequent counts, resulting in special censuses financed from emergency funds. These differed in scope and content, detracting from their usefulness. The bureau therefore proposes to take the business census very five years, the first one to cover the year 1946. Between the five-year counts the bureau plans to obtain data on inventories, operating costs and other facts permitting analysis of business.

Further, the bureau proposes to gather monthly data on important

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Lea Bill Makes AFM Practices Felony

Favorable Report From Committee Before Holidays Seen

By BILL BAILEY

A FAVORABLE report on a bill (HR-4737) by Rep. Clarence F. Lea (D-Cal.) to make certain demands of broadcasters by James Caesar Petrillo, president of the American Federation of Musicians, a felony, is expected from the House Interstate & Foreign Commerce Committee before Congress adjourns in mid-December.

Rep. Lea

Outgrowth of hearings held last February on the Senate-passed Vandenberg Bill (S-63) and HR-1648, a companion measure introduced by Rep. George A. Dondero (R-Mich.) to halt Petrillo's ban on the Interlochen (Mich.) Music Camp broadcasts, the Lea Bill was introduced last Monday. At the same time Rep. Dondero introduced a second measure, embodying identical language of a portion of HR-4737 to prevent interference with the broadcast of noncommercial educational or cultural programs.

The Lea Bill would make it a felony to (1) force a broadcaster to hire a greater number of employes than necessary; (2) compel broadcasters to pay "tribute" for use of transcriptions; (3) interfere with the broadcast of cultural or educational programs in which musicians donate their services.

Charging that demands of Petrillo's AFM are on the "moral level of racketeering and extortion," Rep. Lea, chairman of the House Committee, asserted: "This measure originates because of certain demands upon broadcasters made by Mr. James C. Petrillo as head of the American Federation of Musicians. Compliance with these demands for tribute without the performance of service has cost the broadcasters millions of dollars in the last few years." He declared a "self-respecting Government cannot afford to permit such practices to prevail."

Some Fees Unlawful

Standby fees where performing musicians donate their services in the interests of culture or education (such as the Interlochen, Mich. Music Camp or other school bands), would be unlawful under the measure. Penalty is a maximum prison sentence of two years or a $5,000 fine or both.

Rep. Lea enumerated several instances in which the AFM has made demands on broadcasters. One compels the broadcasters to pay financial tribute to the AFM for broadcasting transcriptions "where no service whatever is performed by members of that organization," he said. Another involved a local which announced it would not permit its members to "make programs of any kind, including transcriptions," except under such restrictions and conditions as the AFM executive board should deem "best calculated to 'end for all time the menacing threat of canned music competition'."

He cited another demand where stations were not permitted, "under penalty of boycott", to broadcast "musical, educational or cultural programs" except on payment to the AFM "an amount equal to the compensation which would have been paid had members of the organization performed the service, even though they performed no service whatever."

"These and like demands made by Petrillo in behalf of the Association of Musicians are not within the legitimate rights of any organization," said Rep. Lea. "Carrying as they do threats of reprisals if not complied with, they are on the moral level of racketeering and extortion."

Congressman Lea said an AFM demand is now pending to require that where a station simultaneously broadcasts musical programs through two outlets (AM and FM) it shall employ two sets of musicians. "In such cases," he added, "the extra set of musicians would perform no useful service whatever to the broadcasting station."

He said the first part of his proposed bill, introduced as an amendment to the Communications Act, would make it unlawful for the AFM or anybody else to deny networks or stations the privilege of duplicating AM programs on FM stations. Mr. Lea said that his proposed amendments, coupled with the "broad language" of the Communications Act, would cover the AM-FM situation.

Several overall labor bills are pending in both Houses of Congress, latest of which is a bill (HR-4584) introduced early this month by Rep. F. Edward Hebert (D-La.), making officers, agents or representatives of labor organizations subject to provisions of the restraint of trade section of the anti-trust laws. Labor organizations are exempt from prosecution under the present anti-trust laws.

Rep. A. S. (Mike) Monroney (D-Okla.), also has pending a bill (HR-2121) to amend the anti-trust laws to make unlawful many of the demands of the AFM on broadcasters. Rep. Monroney's bill covers overall labor organizations and would be applicable to all industry, including radio. The Hebert and Monroney measures are in Judiciary Committee.

Hearings on the Lea Bill are not necessary, the author said, inasmuch as the Committee last February held extensive hearings on the Vandenberg and Dondero bills.

Rep. Lea has been conferring

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Regulation of Commentators Sought in Wood Legislation

TIGHTER Government control over radio with Federal jurisdiction over news commentators is provided in a bill (HR-4775) introduced last week by Rep. John S. Wood (D-Ga.), chairman of the House Committee on Un-American Activities, following recommendations of Ernie Adamson, Committee counsel [BROADCASTING, Nov. 19].

The Wood Bill, which was referred to the Interstate & Foreign Commerce Committee, would compel stations to:

(1) "Clearly separate and distinguish programs consisting of news items" from those involving the commentator's personal opinion "or propaganda".

(2) Identify "by full and proper announcements" every person "broadcasting opinions and propaganda". Stations would be required to maintain "for public inspection" a statement setting forth the name, place of birth, nationality and political affiliation of its commentators. Mr. Adamson said some commentators are broadcasting under assumed names and the public has a right to know their "true identities".

(3) File with the FCC a set of rules governing opinionated broadcasts.

(4) Maintain a legal agent in every state within a radius of 500 miles of the station against whom legal action can be brought in local courts by any person who feels he has been injured by a broadcast.

Rep. Clarence F. Lea (D-Cal.), chairman of the Interstate & Foreign Commerce Committee, said his group could not consider the bill until sometime after the holidays, because of other pressing business. He added that the Wood measure and several others pending on radio legislation probably would be taken up when the Committee considers overall radio legislation.

Rep. Ellis E. Patterson (D-Cal.) already has announced his intention of fighting the measure on the grounds that it violates the Constitution and would tend to curb free speech. Other Congressmen also have indicated they would oppose any measure to regulate news broadcasts.

Petrillo Extending Union AM-FM Band

Affiliated Unions Are Served Notice Through AFM Paper

EXTENSION of the AFM ban on dual AM-FM musical broadcasts, applied several weeks ago to the networks, has been extended to individual stations operations. A notice to all locals, appearing on the front page of the November issue of *International Musician*, official union journal, reads:

Notice to all Locals

All locals are forthwith advised that the American Federation of Musicians has not been able to consummate an agreement with the radio networks, namely, National Broadcasting Company, American Broadcasting Company, Columbia Broadcasting System and the Mutual Broadcasting System, covering the services of musicians for FM (frequency modulation) broadcasting.

Under the circumstances, the networks have been advised that they are not permitted to feed chain programs played by orchestras on AM stations (amplitude modulation or the present standard method of broadcasting) to FM stations.

Therefore, the locals are further advised that the above order, which applies to the network stations, is equally applicable to local broadcasting stations. This means that local musical programs, emanating from local AM stations, are not permitted to be duplicated

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Petrillo Contempt?

CONTEMPT OF COURT proceedings face AFM President James C. Petrillo in Montreal this week. Tic Toc Cafe, Montreal, in a motion in Superior Court in Montreal Nov. 15, asked that Mr. Petrillo and AFM be fined $2,000 each for what the cafe owners claimed is a breach of an interim injunction ordering the Musicians Guild of Montreal, an AFM affiliate, to refrain from placing the cafe on an "unfair list" and from interfering with its business. Tic Toc contends that on Nov. 8, after the injunction was issued, Mr. Petrillo sent a telegram to two musicians employed by the cafe, instructing them: "On receipt of this telegram, kindly cease work immediately at the Tic Toc Cafe." Hearing on the contempt motion is slated Nov. 27. Mr. Petrillo's Montreal lawyers claim the court there has no jurisdiction over an American citizen.

NAB Tells RFC Radio Can Help Sell Surplus

Agency Budget for Ads May Top $4,000,000

By J. FRANK BEATTY

THE biggest storekeeper in history —Reconstruction Finance Corp.— is now selling goods and property at the rate of $33,000,000 a month and devising ways to advertise its merchandise. To date it has been the most un-radio minded salesman extant, but the NAB has set out to show RFC how it can peddle the $2,600,000,000 in saleable goods and property now on hand, plus the other $30,000,000,000 expected by next July, faster and more efficiently.

While RFC isn't radio-minded, it is highly advertising conscious. To date it has spent almost $800,000 for advertising, cataloging and display in selling surplus property totaling $185,000,000. Of the $800,000, about $500,000 has been spent in newspapers and trade journals.

NAB knows that radio can move goods for the RFC. Frank E. Pellegrin, NAB Director of Broadcast Advertising, has started a campaign to convince RFC that radio can help move the 32 billion dollar inventory.

In the works for RFC is a budget of well over $4,000,000 for advertising, cataloging and display. Of this about $230,000 is earmarked for electronics items (see separate story).

Bulk of this advertising will probably be placed through its advertising agency, Fuller & Smith & Ross, which maintains an office at RFC's surplus property unit in Washington. Where extreme haste is necessary in advertising out of RFC field offices the placement may be direct, but such cases will be exceptional.

RFC has had three radio experiences to date. Of special interest is a type of program developed by its Omaha branch. Edward F. Mullen, of that office, has sent sample transcriptions to Washington headquarters. These are designed to stimulate new uses for surplus property. A small amount of time was bought by RFC's Boston branch but the item hasn't received official attention.

Results from Radio

What caught the eye of RFC's advertising and publicity executives was the successful sale of all the construction materials on hand at the uncompleted Ordnance Works Plant No. 2, Charlestown, Ind. Anxious to peddle it in a hurry, RFC flew Gustav A. Schwarz, Assistant Director of Materials and Supplies, and J. C. Haidinger, chief of Construction Materials Section, to Louisville. They met with Army engineering and local RFC officials, cataloged the material, and went to work.

News releases were distributed to broadcasting stations and newspapers. According to RFC many stations carried broadcasts telling about plans for the sale and the material offered. Many inquiries were received as a result. But the paid advertising, placed through Fuller & Smith & Ross, was confined to large-size newspaper copy in 31 cities within 500 miles of Charlestown.

That's the story of RFC's radio life but NAB has a plan to show it the way to a new manner of living.

At present RFC is inexperienced in its tremendous storekeeping function. Basicly a financing agency for Uncle Sam, RFC admits it is green but points out that it is learning rapidly.

Unfortunately RFC has to work so fast that it hasn't time to sit down and map out a coordinated advertising program. One of its main goals is to sell enough capital and producers goods before another eight months passes to give the whole reconversion effort a shot in the arm—and a good one, too.

That's why RFC hasn't been able to take the long-range view. It knows the billions of stuff in the warehouses and soon to come in deluges must not be peddled so fast and so cheap that normal trade channels are upset. Further, it knows that when the market becomes saturated with a commodity, private industry suffers and then the Government is socking itself on the chin because business drops and tax receipts reflect the drop.

Right now it's a sellers' market. Heavy demands have piled up for many of the items RFC sells or plans to sell. So RFC is using catalog listings (which have cost nearly $300,000 to date), lots of trade paper advertising (which brings plenty of hot inquiries) and newspaper space.

Later, when the easy-moving stuff is out of the way RFC concedes it may be forced into institutional advertising to build goodwill, stimulate general interest and meet the vicious attacks certain to pop around such a project.

William C. Costello, Assistant Director of Surplus Property at RFC, is in charge of advertising. He is a Jesse Jones man of long standing and is imbued with the let's-do-it-fast spirit. Under him is Paul H. Baker, in charge of the Advertising Section. Associate chiefs of the section are John L. Taylor and Chandler S. Woolley.

Private Sales Agencies

RFC secretly thinks it's a nifty storekeeper for a novice. It has spent only a tiny fraction of 1% on advertising to move its total of $185,000,000 in property. Private industry, it reminds, allows an average of 1.87% for advertising.

That sums up the thinking in RFC's Washington headquarters. It poses a problem for Mr. Pellegrin, who has prepared NAB's story for RFC to consider.

Out in the field, RFC's 31 branch offices operate pretty much as decentralized stores, though they keep in close touch with headquarters. If an RFC branch office wants to move some property, it formulates its own sales strategy.

Should the branch decide to use broadcasting, it would include the item in a report to Washington where the entire plan is checked by staff officers, the advertising agency and finally submitted to the board for approval.

Entirely separate from RFC's main and branch office advertising setup are private sales agencies, appointed by RFC to do much of the actual handling of property. Thus RFC is basicly a paper outfit whereas the private agencies, mostly big producers of capital and consumer goods, warehouse, inspect, advertise, and sell billions of dollars worth of surplus property.

They work for RFC, which consigns property to them but retains title. They are allowed a reasonable profit for moving the goods. Private agents make up their own catalogs and, like any other wholesaler or jobber, try to sell everything they have on hand. RFC allows them to spend a "reasonable" amount for advertising. They collect 10% commission from RFC.

Decides Policy

The administrative chart of surplus property handling is full of dotted lines, criss-crosses and divided responsibility. Quickly, it amounts to this: Surplus Property Administration sets policy and decides what U. S. agency shall sell which goods. Basic sales agencies are RFC; Dept. of Agriculture (farm and forest land, sold through Farm Credit Administration, and food commodities); Dept. of Intrior (mineral and grazing lands, property in island and territorial possessions); Federal Works Agency; Maritime Commission; National Housing Agency; a lot of air-

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IMPORTANT market and distribution factor is sale of surplus war property, rather slow up to the last few weeks when it hit a $33,000,000 monthly pace. With tentative ad budget that may pass $4,000,000, RFC as main surplus sales agency, is not radio-minded but NAB intends to correct this. RFC has $100,000,000 in electronic surplus (see story below), may have as much as 3 billion dollars worth later. Item most sought by broadcasters—transmitters—unfortunately is extremely scarce in surplus inventory.

Only One Transmitter Listed In U. S. War Electronic Surplus

ELECTRONIC and communication equipment that cost Uncle Sam 100 million dollars has been acquired by the Reconstruction Finance Corp. for sale as war surplus. Little hope is held, however, for transmitters—AM or FM—or other items that broadcasters need at the moment.

Lone exception is a 50 kw RCA 50E standard broadcast transmitter, soon to be offered for sale by the Richmond branch office of RFC. This transmitter was bought new by OWI during the war and assigned to Office of Strategic Services, which recently declared it surplus. It was to have been used in South America.

While the transmitter has never been used it has suffered slightly from the rigors of wartime shipping. Some official agency raided the packing cases for speech input equipment but nothing critical has been taken. Two insulators were damaged in handling and some routine servicing may be necessary.

Original cost is understood to have been $135,000, with present declared cost placed at $102,000. RFC will sell it direct instead of through one of its 200-plus sales agencies — private manufacturers who handle, warehouse, inspect and sell electronic surplus for RFC on a 10% commission basis.

RFC almost had another broadcast transmitter—the 50 kw Western Electric transmitter acquired from KSL Salt Lake City by a group headed by Ed Craney, of Z-Bar Network, and later taken over by Office of War Information. It was hopped-up to 130 kw by OWI and installed on the freighter *Triton Maris* as a war propaganda transmitter [BROADCASTING, Nov. 5].

OWI has no further use for the ship, now parked in San Francisco Bay, and the big transmitter, along with a 1 kw outfit and miscellaneous equipment, were offered to RFC as surplus. RFC isn't interested because there is a cloud on

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Deep water stuff

There's plenty of deep water ahead in the days to come for advertisers. Everyone has been talking about the battle of brands—and now the time is coming up fast.

If you want to make sure your sales story is heard by the most people for the lowest cost-per-dollar-spent . . .

And if you'd like to do that job in the country's 6th largest city . . .

And you plan to use radio . . .

Then your safe bet in Baltimore is W-I-T-H, the successful independent.

Facts prove that W-I-T-H delivers the most listeners-per-dollar-spent in this big five-station town.

Glad to show you the facts.

W·I·T·H

BALTIMORE, MD.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Cannon Demands Government Ownership

Congressmen Show Great Interest In Radio Profit

GOVERNMENT OWNERSHIP of radio was demanded by Rep. Clarence Cannon (D-Mo.), chairman of the House Appropriations Committee, during hearings on the 1946 fiscal year deficiency appropriations, it was to be disclosed today when the Committee reports out the deficiency bill.

Cross-examining FCC Chairman Paul A. Porter on Oct. 22, Rep. Cannon praised the British system of Government ownership, decried the American system and advocated that FM channels be retained by the U. S. and operated in a manner similar to the British Broadcasting Corp.

Several members of the Appropriations subcommittee showed greater interest in radio's profits than they did in the Commission's request for $785,000 additional funds to employ 501 extra persons to help process the enormous number of applications on file.

Indications were the Committee would cut the $785,000 request in half. The hearings developed these highlights:

The FCC feels that radio's 200% profit on depreciated plant cost is far too high, that broadcasters "owe something to the public in the services performed."

Laws Would Control Nets

Recommendations for legislation which would place further controls over the networks is being considered by the Commission.

Chairman Porter is "not satisfied" with some high prices paid for stations in sales the last year or two.

Chairman Cannon charged that broadcasters, receiving from the Government a "gracious gift" in the form of a frequency, suddenly become multimillionaires. He thinks taking income taxes is not enough —the Government should "take it all".

Chairman Porter opposed Government ownership, admitted there are some "deficiencies" in the American system but testified that radio must "clean its own house" through self-regulation.

Rep. Taber (R-N. Y.) suggested that broadcasters should pay some kind of a franchise tax.

Impressed with the British system of Government ownership following a trip to Europe, Rep. Cannon praised the BBC and severely criticized the American system.

"Under the English system the Government owns the radio channels, and there is no advertising at all," he asserted. "That is a happy situation." His statement touched off a lengthy debate involving Chairman Porter and Reps. Rabaut (D-Mich.), Woodrum (D-Va.), Ludlow (D-Ind.), Taber and Wigglesworth (R-Mass.).

Chairman Cannon contended that under the American system private industry gets a frequency as a "gracious gift" worth "millions of dollars" and the Federal Government gets nothing. Mr. Porter reminded him that radio pays heavy corporate and excess profits taxes as well as individual taxes.

"Why take taxes when we can take it all?" demanded the Missourian. Chairman Porter told the Committee that radio was an "enormously profitable industry," that its profits were 200% of depreciated plant value.

Gets "Gracious Gift"

"It's a great natural resource and if it were oil in the ground, or coal or uranium, or anything of that sort, and we were to transfer it to some private company, the Government would get payment for value received," insisted the Congressman who hails from President Truman's home state. "But here we transfer to these companies who . . . have nothing but a little machinery, a very valuable right, and they suddenly become multimillionaires because the United States Government has transferred to them gratis a channel on the air which belongs to the American people.

"Do you not think that this frequency modulation gives the United States Government an opportunity to take over the channels?" he demanded. Rep. Cannon told about visiting BBC, how the English Government receives 20 million dollars or 20 million pounds (he couldn't remember which) a year from the radio industry, while "our Government receives nothing". (EDITOR'S NOTE: Conservative estimates place radio's excess profits tax alone at 20 million dollars [BROADCASTING, Nov. 19].)

"Why isn't our Government as well treated by the radio industry as the British Government?" demanded the Congressman. Mr. Porter explained that the American system of broadcasting is developed on an entirely different basis than that of Britain, that the listening habits of Americans differ from those of the British.

But Rep. Cannon replied: "Their system is that the Government gets the money and our system is that the private firms come in and are given a monopoly as a free and gracious gift and get the money.

"Furthermore," he continued, "these private systems come in and litter the air with continual advertising, commercials, plug-uglies as some of the newspapers call them. You cannot turn on your radio at any time but what they are telling you about somebody's beer or pills."

Rep. Raubaut interposed, "And you are forgetting soap." Chimed in Mr. Porter: "And vitamins."

As to FM, Rep. Cannon asked: "Why not keep them and let the Government have the revenue instead of these private firms who are in the business to make money out of it, and incidentally relieve the American people of this constant din in our ears, people who are selling something over the air? Many parents do not want their children continually importuned to patronize many of the vendors who cry their wares over the radio. There is the greatest contrast when you turn on a radio in England and you get a program without interference from somebody trying to sell you something."

Rep. Woodrum challenged Chairman Cannon, demanding: "What do you get when you turn that program on?" He defended the American system, said that advertisers make possible the "wonderful talent we get on our radio here". Mr.

(*Continued on page 80*)

Labor Unions Request 16 FM Stations

By RUFUS CRATER

LABOR UNIONS have applied to FCC for at least 16 FM stations and are prepared to spend upwards of $1,000,000 to set them up and thousands more to get them financially on their own.

This was revealed last week in a study of FCC files. Some other unions, including locals, are stockholders in other organizations seeking FM outlets.

International Ladies Garment Workers Union (AFL), applying as Unity Broadcasting Corp., seeks stations in New York, Philadelphia, Boston, and Chattanooga [BROADCASTING, Oct. 15].

International Union, United Automobile, Aircraft and Agricultural Implement Workers of America (UAW-CIO) has applied for stations in Los Angeles, Chicago, Flint, Detroit, Cleveland, and Newark [BROADCASTING, Dec. 4, 1944].

Amalgamated Clothing Workers of America (CIO) is seeking stations in New York, Rochester, Chicago, and Philadelphia. The latter two applications were not actually on file; probably, according to FCC officials, because they are incomplete in some detail.

National Maritime Union (CIO), in the name of NMU Broadcasting Co. Inc., has applied for a New York station.

Chicago Federation of Labor, which has operated WCFL Chicago since 1926, is applying for an FM outlet in Chicago.

In addition, United Electrical, Radio and Machine Workers of America District 4 and various locals of International Fur and Leather Workers Union are among the stockholders of Peoples Radio Foundation Inc., which has applied for a New York station.

All these applicants except Chicago Federation of Labor plan to sell time, the percentages ranging from 40 to 55%. ILGW spokesmen said their stations would sell time enough to make them self-sustaining and estimated this would be less than 50%. Chicago Federation said in its application that it would have no commercial programs at the start.

All the applications are for metropolitan stations.

Most of the applicants are affiliated with CIO, which through the CIO Political Action Committee has been particularly vocal in urging labor groups to take advantage of opportunities in radio. CIO-PAC has issued a *Radio Handbook* to explain to labor its rights to radio time, how best to use it, and "how to assure that the radio is used as intended, namely, to serve the best interests of the people."

NMU's proposed station, operating with a maximum of 10 kw, would be on the air at least four hours daytime and four at night, with 55% commercial and 45% sustaining. Schedule would include information of special interest to merchant seamen; experimental programs to educate and entertain children; programs to educate alien groups on the responsibilities and duties of citizenship and to inform the community on civic, cultural, and patriotic activities, and to aid public institutions.

Cost Estimated at $31,000

NMU estimated total cost of installing the station would approximate $31,000 and monthly operating costs would be $2,500. Monthly revenue was not estimated.

Amalgamated Clothing Workers' applications estimated the total cost of its proposed New York station would be $35,300 and of the Rochester outlet $61,300. New York station was expected to cost $4,500 a month for operation; Rochester, $3,500. Income was not estimated. Programming in both cases would be about 40% commercial to 60% sustaining, with "well-rounded" programs includinng entertainment, religious broadcasts, and news. The applications said "outstanding public service programs" would be transcribed for inter-

(*Continued on page 85*)

POWER TO PERSUADE

1. Within the 26-county Oklahoma City market more men, women and children read The Oklahoman and Times than read any other newspapers.
2. No farm paper, state, sectional or national goes into as many farm homes in the Oklahoma-North Texas area as The Farmer-Stockman.
3. Survey after survey, made by impartial and recognized authorities prove the right to WKY's use of the slogan, "The station most Oklahomans listen to most."
4. Agencies in 409 Oklahoma cities and towns make Mistletoe Express Service the state's most powerful factor in keeping dealers' stock fresh the state over.

OKLAHOMAN & TIMES ★ MISTLETOE EXPRESS ★ WKY ★ FARMER-STOCKMAN ★

When action is required and demanded, in the city . . . on the farm . . . over the air . . . in the dealer's stockroom, The Oklahoma Publishing Company has a specialized way of getting results. Through the state's greatest newspapers, the area's most-listened-to radio station, the Southwest's favorite farm paper and the most unique statewide express service in America merchandisers have found a single-handed way to do a four-fold job.

The OKLAHOMA PUBLISHING COMPANY

THE DAILY OKLAHOMAN ★ OKLAHOMA CITY TIMES
THE FARMER-STOCKMAN ★ MISTLETOE EXPRESS
WKY, OKLAHOMA CITY ★ KVOR, COLORADO SPRINGS
KLZ, DENVER (Under Affiliated Management)
REPRESENTED BY THE KATZ AGENCY

Returning GIs Need Radio's Aid

VA Radio Director Says Broadcasters Can Guide Veterans

By JOSEPH L. BRECHNER
Director, Radio Service
Veterans Administration

RADIO'S "next big job", says JOSEPH L. BRECHNER, director of Radio Service, Veterans Administration, is to help guide veterans in their return to civilian life. In this article he makes suggestions for accomplishment of this task. During the war Mr. Brechner, formerly a free-lance writer and at one time with Harwood Martin Adv. Agency, Washington, served in the Radio Branch, War Dept., AAF. When discharged, he was at the Office of Radio Production, Headquarters, AAF, during which time he supervised eight AAF network shows and was foreign editor of "Your AAF".

DURING each day of broadcasting, over 55,000 servicemen and women leave separation centers returning to civilian life. Usually, before the night is over, and certainly within a day or two, the veteran is pulling his "civvies" from closets and airing years of camphor from his clothes. His home is a festive place: the radio's alive with his favorite programs. Visitors drop in frequently to welcome back the returnee. There are parties, home-cooked food and, even more delicious, sleep.

Then, in a quiet moment, he opens that brown envelope he carried back with him from service. He sees his discharge certificate and the various forms and papers that testify to his separation from the service and he wonders, "What's next?" "You're free!" replies an inner voice. "Oh yeah!" comes the prompt reaction. "What about all those things they told me about just before I left? Let's see, what was I supposed to do about my insurance? My education? My pension? etc., etc."

He remembers he was given counsel on all these matters. There was a handy pamphlet—"Where is that damn thing?" Some things he was supposed to do are clear in his mind, others are confused.

Having passed through a separation center recently, I can testify that the counselling service is excellent. But there's too much to learn in too brief a time. There was the whispered advice, "Don't complain—don't ask questions—or they'll hold you longer." At that stage of the game a serviceman's only interest is to get out. As a result of his impatience and misconception, he misses much helpful advice and must start over again. Now he has a thousand questions and he needs a friendly voice to answer them.

MR. BRECHNER

And that's radio's next big job.

Congress has directed the Veterans Administration to inform every veteran fully of his or her rights and benefits under the GI Bill of Rights (Public Law No. 346) and other laws affecting veterans. This involves more than 15 million veterans and their families. To accomplish this mission, an adequate public relations organization is now being established in the Veterans Administration. It will channel information through all media. Radio, we hope, will carry its share on national, regional and local levels.

VA Radio Unit

To assist broadcasters, a radio service has been established in the Central Office of Veterans Administration in Washington. Experienced radio personnel will also be assigned to thirteen key cities throughout the U. S. where VA branch offices are located.

The VA's radio unit will service network broadcasters and writers with complete background information for use in preparing their programs. Fact sheets, prepared scripts and transcriptions will be made available to local stations. VA spokesmen will be made available for broadcasts. Touring programs will be invited to entertain at VA hospitals.

The Veterans Administration already is co-operating with Columbia Broadcasting System in developing a new veterans network radio series scheduled to be aired this winter. Meanwhile, top VA officials already have appeared on both network and local broadcasts. A straight-from-the-shoulder series is being developed for broadcast overseas through the Armed Forces Radio Service for the benefit of men still in the service.

Throughout the country, many radio stations have developed special veterans' broadcasts, seeking to answer the many questions in

(*Continued on page 74*)

Meet

Bud LYNCH!

our

SPECIAL-EVENTS DIRECTOR

● Formerly a member of our staff, Bud enlisted in the Canadian Army, rose to the rank of Captain and was a casualty in the Normandy Invasion, ETO. After his recovery he filled major radio assignments for the Army until his honorable discharge two months ago. Capt. Lynch will direct all CKLW special broadcasts in the interest of on-the-spot special events, public service and welfare, and wherever this station can be an instrument of good for the community.

● NOTE AGENCIES and ADVERTISERS: *Long noted for our ability to impress people through constructive programming, Capt. Lynch's appointment is further evidence of our desire to keep ahead of the trend in this, America's Third Market.*

In The Detroit Area, it's

5,000 Watts at 800 kc. day and night

CKLW

Mutual Broadcasting System

J. E. CAMPEAU, Managing Director

ADAM J. YOUNG, Jr., INC., Nat'l Representative

KRNT

A Cowles Station

WOL Washington, WHOM New York, WCOP Boston, WNAX Sioux City—Yankton

5000 WATTS
(FULL TIME)
1350 Kilocycles
AMERICAN BROADCASTING COMPANY
Affiliated with the Des Moines Register & Tribune
KRNT
Des Moines 4, Iowa

HOOPER

The Test

That Tells

The Tale

Ask your Katz Man about the Des Moines JULY-AUGUST Hooper Ratings. They tell a tale of

. . . aggressive station management, plus . . .

GOOD PROGRAMMING PROMOTED RIGHT.

REPRESENTED BY
THE
KATZ AGENCY

500 Fifth Avenue, New York City
Bryant Building, Kansas City
Republic Bank Bldg, Dallas
307 North Michigan, Chicago
Monadnock Building, San Francisco
22 Marietta Street, Atlanta
General Motors Bldg, Detroit
530 West 6th Street, Los Angeles

When you gun the same field year after year ...the gunning must be good!

And when scores of smart advertisers use the same Station to sell their merchandise year after year—as scores of WIP advertisers do—the "bag" of profit *must* be good!

Yes, there are a *few* availabilities, but they're being "winged" quickly. Better "set your sights" now!

★

3d Market MUTUAL Affiliate

610 K.C.—5000 Watts

PHILADELPHIA'S PIONEER VOICE WIP 24 HOURS EVERY DAY

REPRESENTED NATIONALLY by GEO. P. HOLLINGBERY CO.

WSAM's SPECIAL SERVICE TO BLIND

Station Undertakes Printing of Program Logs —In Braille; State Institutions Aid—

A REAL PUBLIC service has been started by WSAM Saginaw, Mich., in printing Braille program logs for the blind.

The idea was born when Bob Phillips, WSAM manager, drove to the Saginaw branch of the Michigan Employment Institute for the Blind to deliver some Victory Bonds the institute had purchased through the station.

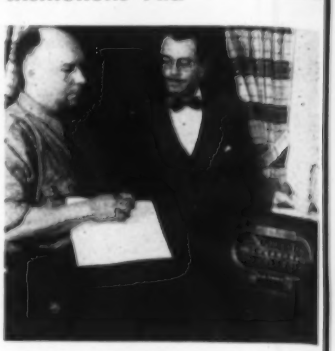
He happened to ask Sam Chelenets, purchaser of the bonds and sightless supervisor of the rug-weaving department, how he was able to tell what programs were scheduled. "I have a boy come in and read them to me from the paper once a day," Mr. Chelenets explained.

Immediately Mr. Phillips contacted Dr. Edward L. Collins, blind superintendent of the institute, and suggested the use of Braille presses at the institute for making radio logs.

Dr. Collins enthusiastically approved, and by Nov. 9 the first log appeared, in time to celebrate the 25th anniversary of the radio industry.

"To WSAM's knowledge," Mr. Phillips says, "this Braille edition of their radio program schedules is the first to be printed. Copies will be distributed in cooperation with the Michigan State Institute for the Blind, under the direction of Miss Stella Mackie to all blind men, women and children in the WSAM-serviced area."

Any station wishing information on the service is invited to write Mr. Phillips.



FIRST BRAILLE radio logs from WSAM are presented to Sam Chelenets (l) by Bob Phillips, WSAM manager.

WAC Booklets Request Aid in Drive for Vets

WAR Advertising Council has prepared two new campaign guides, urging American industry to direct its advertising and promotion efforts to further the "Veterans Assets" campaign.

One booklet, "How You Can Help America Solve Its Next Big Problem", requests advertisers to use spot announcements on the campaign and includes two types of announcements, "situations wanted" and "disabled veteran". Other booklet's theme is "Your Hospital Needs Help". It suggests using radio cooperation when sponsor uses local or regional radio and points out that special messages based on information supplied in the guide can be used. For help in preparing special copy or arranging special events the booklet asks advertisers to write directly to War Adv. Council, 11 West 42nd St., New York.

END of war has not curtailed appropriation budget of North American BBC offices as indicated by the approximate $10,000 cost for the special listening room with the newest engineering equipment now being installed in the New York offices.

United Nations Program Planning on Workshops

NEXT THREE sessions of the American Assn. for the United Nations weekly workshops will deal with the do's and don'ts of radio as aids to chairmen planning programs in the interest of the United Nations. Begun early in October, workshops are held each Tuesday afternoon from 3 to 5 p.m. at 45 E. 65th St., New York.

Dorothy Lewis, Co-ordinator of Listener Activity, NAB, and Mrs. Frances Wilder, CBS consultant on day-time programs, discussed "How to Utilize Existing Radio Programs" at the Nov. 20 session. Techniques for setting up new broadcasts will be explained Nov. 27 by Grace Johnson, director of Women's and Children's programs for American. Dec. 4, Charles S. Monroe, staff editor of the program writing department of CBS, will speak on "Writing a Radio Script." On Dec. 11, Dr. Pennington Haile, of World Wide Broadcasting Foundation and Emily L. Haley, executive secretary, recordings division, New York U. Library, will conduct the session on the subject of "How to Use Transcriptions and Recordings".

Would Enter Radio

RADIO and electrical appliance businesses top requests to Dept. of Commerce by veterans and others who seek information on how to establish businesses of their own. Many personal interviews have been granted by the department's Washington and field offices, supplementing prepared material. Other types of business commanding interest are restaurants, filling stations, grocery stores, dry cleaning, building contracting and foreign trade. The department has prepared an outline for a course in small business management which has been supplied college business schools and economics departments.

GOOD NEWS FOR BROADCASTERS

REL 88–108 Megacycle Band

FM

Broadcasting Equipment in Assembly

PLACE YOUR ORDER NOW

This REL broadcasting equipment can now be ordered . . . to meet or exceed present FCC requirements.* Entirely new . . . with important design advancements.

Transmitters

With the new Armstrong Modulator . . . providing simple, stable . . . even more efficient performance than ever before!

Power Output	Cat. No.
250 watt	549A-DL
1000 watt	518A-DL
3000 watt	519A-DL
10,000 watt	520A-DL

Speech Equipment

Cat.
603—Studio Speech Console, Table type, 6 Position
604—Station Speech Console, Table type, combined with Cat. 600 Monitor and transmitter desk control

Monitoring Equipment

Cat.
600—FM Station Frequency and Modulation Monitor

Wire or Write today for technical data, prices and delivery . . . or better yet . . . do as other broadcasters have already done—send your order, subject to later confirmation, thus assuring early delivery.

* REL FM equipment guaranteed to meet or better the FCC standards of good engineering practice for FM Broadcast stations.

REL

Sales Representatives

MICHIGAN
M. N. Duffy & Co., Inc.
2040 Grand River Ave. W.
Detroit, Mich.

MIDWEST
REL Equipment Sales, Inc.
612 N. Michigan Blvd.
Chicago, Ill.

PACIFIC COAST
Norman B. Neely Enterprises
7422 Melrose Avenue
Hollywood 46, Cal.

Pioneer Manufacturers of FM Transmitters Employing Armstrong Phase-Shift Modulation

RADIO ENGINEERING LABS., INC.

Long Island City, N.Y.

WAKR

AKRON'S *First* STATION

ALL DAY LONG

More people listen to WAKR than to any other station heard in Akron*

* C. E. HOOPER SUMMER 1945 INDEX 8 A. M. TO 6 P. M.

WAKR TOWERS OVER AKRON

Basic Station
AMERICAN BROADCASTING CO.
5000 WATTS · DAY & NIGHT
Weed & Co.
NATIONAL REPRESENTATIVES

RCA Video Is to be Exhibited At New York Marketing Forum

AN RCA EXHIBIT portraying the story of electronic television over the last 20 years will have its first public showing preceding a nationwide tour today (Nov. 26) at the final session of the first national marketing forum presented by the Sales Managers Club of New York at the Hotel Roosevelt.

Opening with a luncheon session and continuing through the afternoon and evening, the forum theme will be "Advertising's Place in Postwar Distribution." Charles Luckman, president, Pepsodent division of Lever Bros., will speak at the luncheon session, to be presided over by Joseph M. Dawson, chairman of the board, Advertising Federation of America. J. Penfield Seiberling, president, Seiberling Rubber Co., will preside over the afternoon session.

Afternoon speakers include: Clarence Francis, chairman of the board of General Foods Corp., on "How Management Counts on Advertising in Postwar Distribution"; Robert M. Hanes, former president, American Banking Association, on "A Banker Looks at Advertising"; Don Belding, chairman of the board, Foote, Cone & Belding, on "Advertising Can and Must Do a Public Relations Job for Distribution"; George S. Jones Jr., president, National Federation of Sales Executives, on "Bundling It Up".

Bruce Barton, president of BBDO, will be toastmaster at the banquet session, at which John W. Snyder, director of war mobilization and reconversion, will speak on "Distribution—Reconversion's Basic Problem". Dinner session will also feature Mutual's quiz show, *The Better Half*, with well-known couples selected from the audience as participants. Ray Bill, chairman of the forum committee on recapitulation, will give a dramatized presentation summing up the significance of the six-day program.

Through video receivers installed in the foyer of the grand ballroom, those present will be able to watch the boxing bouts at the St. Nicholas Arena as broadcast by NBC's television station, WNBT, under sponsorship of Gillette Safety Razor Corp.

The Television exhibit, which will be on display from 10:30 a.m., includes models of the iconoscope and kinescope as well as a miniature video transmitter and receiver and a chronology of television development from 1924 to the present. Exhibit also includes a scale model of television studio complete with actors, directors, cameras, microphones, etc. Action maps show how television station, WNBT, under and radio relay will serve the nation in the future.

NO HARD FEELINGS TOWARD ILL WILL (Ky.)

—but if that sourly-named Kentucky community wants to hear a radio program, it'll have to tune in some 50,000-watter that covers *everything!* WAVE and WAVE's advertisers are satisfied with the *good*-will of the Louisville Trading Area, *whose listeners represent more buying power than the rest of the State combined.* We're offering Kentucky's best market at the lowest possible cost. You'd be surprised how much Ill Will that *eliminates* for you.

LOUISVILLE'S
WAVE
5000 WATTS . . 970 K.C. N.B.C
FREE & PETERS, INC.
National Representatives

Emerson Pensions

EMERSON RADIO & PHONOGRAPH Corp., New York, announced last week the introduction of an employe pension plan providing additional income to Social Security benefits and including a life insurance feature. Chase National Bank of New York City will act as trustee and Mutual New England Life Insurance Co. will carry the pension program, whose entire cost will be paid by the company.

GOING PLACES FAST IN IDAHO

KSEI
POCATELLO · IDAHO

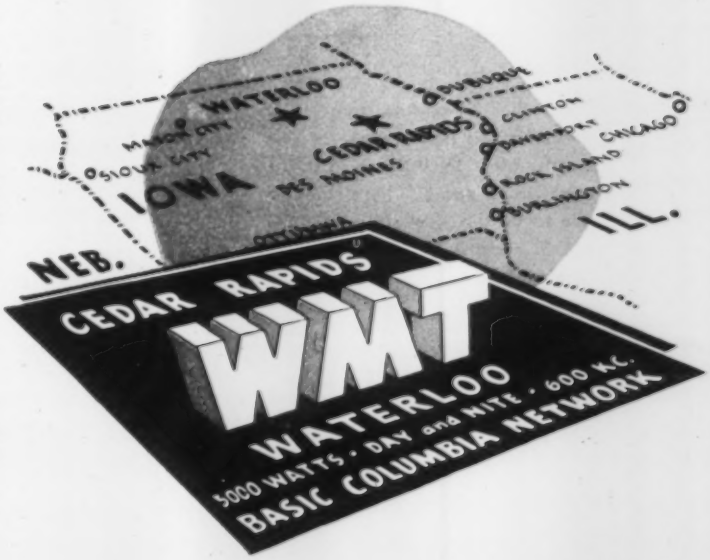
CBS STARS ARE ALWAYS SHINING OVER *Eastern Iowa* VIA WMT

...and in more than 540,000 other WMT Iowa homes!

Big night Wednesday! WMT presents Frank Sinatra to all of Eastern Iowa. Another CBS exclusive that creates for WMT more listeners than any other station in Eastern Iowa. We've backed up our popularity by delivering to advertisers the largest population coverage of any station in the Hawkeye State*. . . . at Iowa's best frequency—600 KC, 5000 watts. Few other stations provide such a faithful audience who not only have the desire to listen, but the money to buy.

*Based on 2·5 mv coverage

Check your coverage map — and check WMT with your KATZ AGENCY man. Contact him for current availabilities.



Stewart-Warner Postwar Sets Cover Wide Range

CLAIMING 60% greater sensitivity and selectivity than prewar models, Stewart-Warner announced postwar line of radios will include 14 designs, ranging from small plastic table sets to full-sized console furniture radio-phonograph combinations with new automatic record changer.

With four continuous-flow production lines in operation at new Chicago plant, company will produce 5,000 sets daily at full capacity. Television receivers are not included in immediate production. Firm says video will be prepared for this market when medium is more practical.

DISCHARGED CANADIAN servicemen and women are receiving vocational training at government's Training and Re-establishment Institute, Toronto, which includes a course in commercial broadcasting in the school of electronics. Complete studios and control rooms have been established at school.

MISSISSIPPI NET DEBUT SLATED JAN. 1

DEBUT of Mississippi Valley Network, operated by North Central Broadcasting System, Chicago, originally set for November 12, has been moved up to January 1 to allow additional stations to clear for the network show, *Town & Country Time*.

Program will originate from WLOL Minneapolis, with orchestra, outstanding musical acts and a nationally-known m. c., NCBS has previously announced.

Meanwhile, in addition to participating sponsorship by General Mills, A. E. Staley Mfg. Co., Decatur, Ill., has purchased participating sponsorship for its product Sweetoes Corn Syrup.

When show debuts it is planned to offer cut-ins by local stations for active participation on show, which will be aired from 7:00-8:00 a.m. (CST).

Mutual Billings Will Increase 10% by End of Year--Kobak

MUTUAL will wind up this year with about 10% more billings than in 1944, Edgar Kobak, network's president, reported Monday at a luncheon for the trade press given by Mutual in observance of the completion of his first year as president. Since Mutual had gross billings of $19,533,650 last year, this would increase the total by roughly $2,000,000.

At present 1946 looks at least as good and maybe a little better than this year, Mr. Kobak said, adding that the network hopes to strengthen its sales force with the addition of about five more salesmen.

Discussing stations, he said that Mutual added 30 new affiliates in 1945 and will add possibly 40 more by the end of 1946. The network's goal, he stated, is 325, based on the slogan of "greater coverage at less cost." This, he admitted, is a reversal of the policy of other networks. Mutual will not itself go into FM and television, he said, but will follow its AM policy of allowing its shareholders to own and operate the stations. The network's engineering staff is studying these matters carefully, he reported, to advise and assist the expansion of shareholders and affiliates into these new fields of broadcasting.

Reminding his audience that a year ago some of them had asked about the control of the shareholders and how much freedom he and his assistants would be allowed in operating Mutual, Mr. Kobak declared that the shareholders had lived up to their promise to give management free reign and that he has had more freedom in operating Mutual than he ever experienced at NBC or the Blue.

No Problem

There has been no problem of getting clearances for programs from the shareholder stations, he stated. Praising Phillips Carlin, vice-president in charge of programs, for the development job he has done, he said that the shareholders this fall voted an additional appropriation for programs over the $1,500,000 given this department in the spring. As indicative of Mutual's success in developing new shows, he pointed out that five of radio's top ten advertisers are now Mutual clients and that four of the five are sponsoring programs developed by the network.

Mutual and its executives are doing all they can to help returning veterans get established in radio, Mr. Kobak reported. Not only is the network taking back the score or so of former employees returning from service, but it is taking them back at the salaries they would be earning if they had worked straight through the war at Mutual—30% to 40% more than when they left. Mutual is also finding positions for others formerly employed elsewhere in radio. He and the other top executives will always find time to talk to veterans, he said, and to help those who cannot be added to the network staff, bulletins are sent to all affiliated stations stating the qualifications of applicants, which has already resulted in the placement of a number of veterans at Mutual stations.

PUBLIC SERVICE feature "Veterans' Vocational Service" on WBYN Newark, has been cited by John W. Green, contact officer of New York regional office of the Veterans Administration, in a letter which he expressed his gratefullness to the station and its staff "for the efforts and time that you are so generously extending on behalf of our returning service men."

Let Us Help You

PUT YOUR SPOTS WHERE THEY'LL GET BEST RESULTS

T-H-S WILL GIVE YOU ACCURATE FACTS ON RADIO AND MARKETS IN THE MIDDLE WEST AND GREAT SOUTHWEST:

Reach the expanding peacetime market in this rich Southwest and Middle West territory by placing your radio spots where they're sure to do the most good. Let the T. H. S. representative nearest you pass on his intimate knowledge of this responsive market to you, now!

TAYLOR-HOWE-SNOWDEN *Radio Sales*

Sales Offices

New York, Chicago, Dallas, Hollywood, San Francisco, Portland

General Offices—Amarillo

NAB Clinic Asks Improvement Of News Standards in Stations

Meeting at Springfield Points Out Inadequacy Of Wire Service Regional Coverage

STATION MANAGERS attending radio's first news clinic, Nov. 16, at Springfield, Ill., under NAB auspices, were urged to inaugurate "one-man news departments" to combat the "stereotyped" approach of news coverage as supplied by wire services.

NAB's Radio News Committee, with E. R. Vadeboncoeur, vice-president of WSYR Syracuse, as chairman, Arthur Stringer, NAB director of circulation as secretary, and Les Johnson, general manager of WHBF Rock Island, Ill., and president of the 9th district NAB, offered their proposals during a round-table discussion during which some 40 managers and news editors outlined their individual problems.

The News Committee was told:

There are "too many" newscasts on most stations.

Networks tend to "editorialize" to too great a degree on their coverage of national and international events.

Inadequate 'Regional' Coverage

Wire services fail to provide adequate "regional" coverage, and copy is frequently inaccurate and poorly written, without proper regard for radio delivery.

In recommending establishment of "one-man news departments" the News Committee said such departments would provide service to listeners comparable to city staffs of local newspapers; would add to prestige of stations by having representatives at important news events; would give newscasts by local commentators a more personal approach, with local news competing with state, national and international coverage.

The committee pointed out that a person controlling news coverage for each station should "be old enough to have sufficient experience to know news value, and young enough to actively compete with other news organizations."

Whenever possible the news editor should also have the responsibility of delivering the news on the air, but first consideration should be given to news sources, coverage, reportorial ability and local situations based on the type of community which the station serves, it was said.

Stations can no longer satisfactorily serve their audiences with "ticker newscasts," the committee declared.

Recorder Experiences

Bill Ray, head of news and special events for NBC Central Division, told of experiences with the film and wire recorder and demonstrated advantages of its uses for "on the spot" coverage with transcriptions. He pointed out that neither recorder can duplicate the quality of an off-the-line broadcast but that adaptability and general utility made its use almost a "prerequisite" of any station's news service.

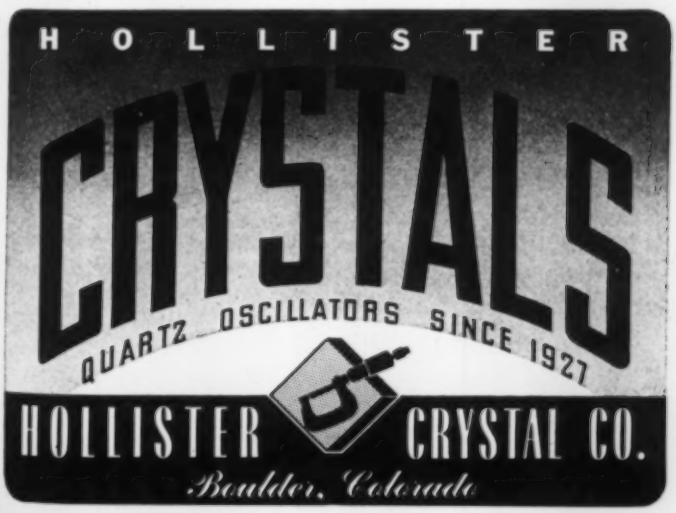
Ted Arnold, news editor of WHBF, also demonstrated the use of the wire recorder by a local station.

In discussing coverage provided by wire services, AP and UP radio services were asked to provide representatives of station subscribers to sit in on pending conferences to decide new radio policies.

"We are paying for the service and we feel we should have a voice in determining how such service is to be provided," Les Johnson pointed out.

Phil Gibson, news editor of WMBD Peoria, told the group that "The biggest need for improvement

(*Continued on page 61*)



Only LINGO OFFERS THESE "6 EXTRAS" AT NO EXTRA COST
1 Moderate Initial Cost
Worthwhile savings are assured over other types of Vertical Radiators, with complete prices including construction, equipment and erection quoted in advance.
2 Optimum Performance
Working and field tests indicate within 3% of 100% efficiency, due to low base capitance, high characteristic impedance, practically sinusoidal current distribution and the nearest approach to the classical vertical wire.
3 Low Maintenance Cost
Occasional painting (for example) is usually one-quarter that of a structural steel tower of similar height.
4 5-Year Insurance
Every Lingo erected radiator is insured against all risks of loss or damage for a period of 5 years by individual policy issued to purchaser by standard insurance carrier.
5 50 Years' Experience
Since 1897 Lingo has constructed and erected vertical round structures. They have proved their stability in wind velocities over 100 mph and in climates the world over.
6 Single Responsibility
We erect our own radiators by factory-trained specialists. Foundations are designed to meet each individual location. Lingo sees the whole job through.
JOHN E. LINGO & SON, INC.
EST. 1897 CAMDEN, NEW JERSEY
Write for Recommendations —pertaining to such problems as proper radiator height, ground systems, performance expectation, etc. In writing please indicate location, power and the frequency proposed.
LINGO VERTICAL TUBULAR STEEL RADIATORS

PLANS FOR IRE MEET IN N. Y. ANNOUNCED

EDGAR KOBAK, president of Mutual, will be toastmaster Jan. 24 at the annual banquet of the Institute of Radio Engineers to be held Jan. 23-26 at the Hotel Astor, New York. Dr. Frank B. Jewett, president of the National Academy of Sciences, will speak.

L. M. Clement, vice-president in charge of research and engineering, Crosley Corp., will be master of ceremonies at the president's luncheon Jan. 25 in honor of Dr. F. B. Llewellyn, incoming IRE president.

Edward J. Content, engineer of WOR New York, chairman of the committee in charge of arrangements, said last week that a substantially greater attendance than last year's 3000 is expected at this winter technical meeting. For the accompanying radio engineering show he reported that 124 exhibitors have already taken the 150 booths originally planned for exhibitors and that the committee is trying to obtain additional space.

AT RECEPTION in honor of Edgar Kobak in Atlanta, these four got together. Topic was undoubtedly radio, as they are (l to r): J. W. Woodruff Sr., owner of WATL; Comdr. Jack Dempsey, USCGR, to head television fightcast organization on release from service [BROADCASTING, Nov. 12]; FCC Chairman Paul Porter; and Honor Guest Kobak.

YOUNGSTOWN, O. is reputed to have packed in the largest audience ever to witness a "Quiz Kids" show when over 3,000 attended broadcast Sunday, Nov. 18, over American via WFMJ. Florence Jean McNaughton was the Youngstown Quiz Kid. Show sold over $365,000 in Victory Bonds.

WPIK Alexandria Goes on Air Dec. 1

Howard Hayes General Mgr.; Jefferay Program Director

NEW DAYTIME local, WPIK Alexandria, Va., is to begin broadcasting Dec. 1 from its studios in George Mason Hotel, according to Howard R. Hayes, WPIK general manager and president of Potomac Broadcasting Corp., station licensee. Facilities are 250 w daytime on 730 kc, Mexican 1-A channel [BROADCASTING, Dec. 11, 1944].

Mr. Hayes, former engineer with WTOP, with his wife is half owner of Potomac Broadcasting. Carl L. Lindberg, secretary-treasurer, also WTOP technician, is holder of other half interest.

Commercial manager of new independent outlet is Perry P. Walders, former salesman with WINX and WWDC Washington and WITH Baltimore. Program director is William W. Jefferay, announcer of WTOP Washington who formerly had been with WOL Washington and WPAT Paterson, N. J.

Joseph Hershey McGillvra Inc. has been appointed national representative effective immediately. WPIK has leased AP radio wire and will use World Broadcasting System transcription library.

WPIK will program a number of remote and public service features, according to Mr. Hayes, who also stated WPIK advertisers include many local accounts new to radio.

WBBM Contest Ends

MOVIE STARS Danny Kaye, Virginia Mayo, Marie MacDonald and William Eythe participated in the WBBM-Chicago Times "Harvest Moon" Festival, Saturday, November 24, which featured winners of a Chicago talent search conducted by WBBM. Finalists in the talent search which WBBM has conducted on a special Saturday night broadcast for the past four weeks were heard on a broadcast from Chicago stadium, 11:05-11:30 p.m. CST. Judges to select the winners, who will receive a week's contract to sing over WBBM and make personal appearances at the Chicago Theater, include Cy Wagner, *Billboard*, Bill Hunt, *Variety*, Fred Sample, BROADCASTING, Bill Irwin, *Chicago Times*, Nate Platt, talent director for B&K theaters, Al Morey, WBBM assistant program director in charge of productions and June Hanson, WBBM director of auditions.

OPENING FORUM on "Radio—Its Past, Present and Future", sponsored by the Radio Guild, United Office & Professional Workers of America, on Nov. 21 at the White Collar Center, New York, included a discussion by Ireene Wicker, Milton Cross and Earle McGill, on memories of radio's early days and its growth. Forums, planned for every two weeks on Wednesdays, will trace the development of radio in this country as an industry and as a cultural medium.

MASTER KEY TO THE NORTHWEST

KFYR

Northwest Folks

Certainly Must Listen to

KFYR

Yes . . . we're finding this to be a fact more and more. For instance, in just one week KFYR received over 2,000 cards and letters requesting KFYR program schedules! And, what's more, the requests are still pouring in by the hundreds daily.

This overwhelming response proves two things conclusively: First, KFYR announcements net RESULTS! Second, folks here in the Northwest just naturally are interested in KFYR programs—both local and network—because they know KFYR brings them the finest entertainment possible.

Cash in on KFYR's Sales Power

Write us direct or ask any John Blair Man

KFYR BISMARCK, N.D. 5000 WATTS 550 KILOCYCLES NBC

To millions of people in the rich Missouri Valley-Great Plains area, "Radio Omaha" means "Radio WOW".

From Sioux Falls to St. Joe—from the cornlands of Central Iowa to the cattle country of Western Nebraska—radio listeners have acquired the "WOW habit" over a period of 22 years. Why? Because, with 5000 watts power behind 590 kilocycles, WOW delivers clear, easy-to-listen-to radio programs over an immense area—within 200 miles of Omaha. And because listeners consistently hear the best radio programs on WOW.

Since 1927, WOW has given its listeners NBC programs—the best available anywhere. In addition, WOW has always excelled in its newscasts, and its frequent timely special events.

So that's why "Radio Omaha" means "Radio WOW" . . . that's why millions have the "WOW habit".

As every experienced Time-Buyer knows, it's *"listener habits"* that determine the advertising value of radio media. That's why WOW has been the Number One Radio Advertising Medium in its area for many years—and STILL IS.

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY AT NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

'Club Matinee' Returns After Two-Year Absence

AMERICAN'S afternoon fun-fest, *Club Matinee*, which set the pattern for many famous night variety programs, returned to the air Nov. 20, 12:30-1 p.m. CST, after a two-year absence. Show, originating from Chicago, is broadcast Monday through Friday, replacing *Chicago Varieties*.

Launched originally April 12, 1937, *Club Matinee* gained immediate popularity as a daytime showcase for such talent as Gary Moore, Ransom Sherman, Durward Kirby and Mike Roy. Others who used program as stepping stone to fame were the Merry Macs, Johnny Johnston, Gail Page, Nancy Martin, Marion Mann and Annette King. New version, produced and directed by Harold Stokes, stars Songstress Mary Jane Dodd, Tenor Boyce Smith, Four Vagabonds and Rex Maupin's orchestra.

LONG TERM?
'Queen for Day' in Chicago Wanted to Visit Jail

FIRST CHICAGO "Queen For A Day" on the Mutual program of the same name, gave WGN's publicity chief, Jim Hanlon, a couple of bad moments. Asked what she wanted to do most, Mrs. Carl Edin, a working Chicago housewife and mother, told Jim she'd like to realize a lifetime ambition by visiting the Cook County jail.

Mrs. Edin went to jail, then on to WGN for a tour of the studios, and in the evening was guest of honor at *Laffing Room Only* and an after-theater party in a Chicago hotel dining room.

ERNEST J. SCHOELMAN, 86-year-old farmer, was winner of the 152nd W. G. Skelly Agriculture Award, presented on the Skelly News program (NBC) Nov. 25 by Lloyd Burlingham, Midwest farm expert. Mr. Schoelman operates a 730-acre farm in Nicollet County, Minn.

U. S. Radio's Performance Is Praised By Porter on Thanksgiving Program

"ONE OF THE BLESSINGS that we can be most thankful for in this postwar era is that this country has a nationwide radio system to assist us in solving the many difficult problems of reconstruction," Paul A. Porter, FCC chairman, said Thursday in a statement broadcast by WNEW New York as part of a special Thanksgiving Day program, *I'm Thankful For*.

"The capacity of our American radio machinery to spring to the rescue was signally demonstrated during the second world war," Mr. Porter continued. "Radio disseminated factual information to every corner of the nation on such necessary war measures as manpower mobilization, rationing, bond drives, salvage, security of military information, civilian defense, victory gardens and many others.

"As the nation now reconverts from war to peace, we are still faced with a tremendous demand for full, fast and accurate reporting on national and international problems, and the presentation of opinion representing all sides of current topics. Our radio can and will perform this service. And in addition, we can count on American radio to pioneer in such new broadcasting services as FM—frequency modulation — television and facsimile so that this nation may maintain its lead in broadcasting and reap the fruits of technological progress.

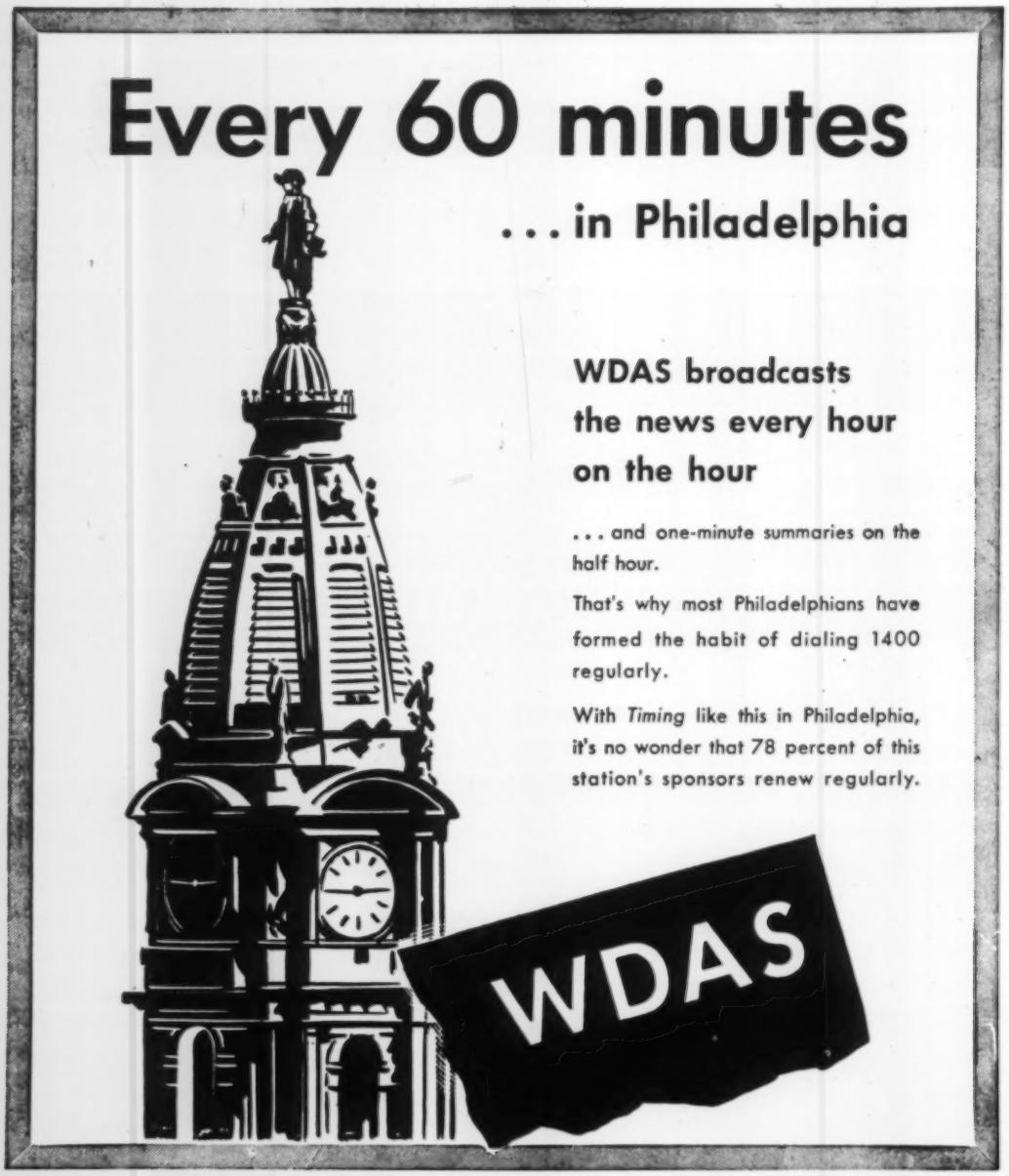
"We can be thankful today and every day that we live in a country where freedom of conscience, freedom of speech and freedom of action are fundamental. Let us be thankful, too, that a beginning has been made in extending these freedoms on a worldwide basis as the surest guarantee of a peaceful future for all of us."

AID FROM AUDIENCE EMPHASIZED BY WGN

WITH THE DEBUT of *Mr. and Mrs.*, sponsored by Sealy Mattress Co., Chicago, Sunday Nov. 25, WGN is going all out for audience participation shows. Belief is that such programs offer sure-fire format for establishing goodwill with local audiences, overlooked during war years when news and network programs monopolized station's schedule.

Mr. and Mrs. with Lee Bennett, WGN announcer and vocalist, as m.c., will highlight and dramatize common complaints housewives have for husbands and vice-versa. Prizes will be awarded to members of air audience who submit best letters, which will be dramatized by WGN actors. Then members of studio audience will get opportunity to argue each case ad lib, pro and con, with surprise awards for audience members participating.

WGN also is currently featuring Jimmy Costello on remote from Goldblatz department store, with customer interviews on program entitled *Lets Have Fun*, 11:45-12 noon CST Monday through Friday; *Meet Tommy Bartlett*, with Mr. Bartlett interviewing Chicago personalities, 3:15-3:30 p.m. CST Monday through Friday (Holsum Products, peanut butter); *Words & Rhythm*, which invites listeners to submit news items from *Chicago Tribune* which can be rhymed or set to music; Eddie and Fannie Cavanaugh, who also invite listener participation, and *Man on the Street*, 2:15-30 (Nelson Brothers, furniture, Chicago). As time is made available, station plans to offer additional audience and listener participation shows.


Every 60 minutes
... in Philadelphia
WDAS broadcasts the news every hour on the hour
... and one-minute summaries on the half hour.
That's why most Philadelphians have formed the habit of dialing 1400 regularly.
With Timing like this in Philadelphia, it's no wonder that 78 percent of this station's sponsors renew regularly.
WDAS

The Man Who Made A

Lady Leave Town

Every morning, for years, the little old lady had huddled by her radio, listening to the man who meant so much in her life—Don McNeill of the Breakfast Club.

But this morning she was to see her hero in person. The Breakfast Club had come to Boston for a single day, and the town was agog. Tingling with anticipation, the little old lady made her way to the studio. But it was jammed. Not even standing room. She returned home...crushed.

Then she learned of Don's plan to make six appearances in New York. She knew what to do.

She left town—for New York.

She arrived long before broadcast time—fortunately, because the theatre was soon jammed. This time she got in, saw the show, met McNeill, talked with him. And that night she was his guest of honor at dinner, an excited, thrilled old lady!

The Man With Millions of Sweethearts

A rare case of devotion? Not for Don McNeill. Millions of folks listen religiously to Don's Breakfast Club. Don is one of the many reasons why *ABC is the most-listened-to network every weekday morning.*

ABC has more quarter-hours in the morning with a CAB rating of 4 or better than any other network—in fact, more than *all other networks combined.*

How did we do it? By pioneering in a new type of program technique, by going after it with all we had: new shows, improved facilities and effective audience-building methods.

ABC Is Really Going Places!

Today this network offers you an outstanding value in radio. 22,000,000 ABC families, with 92% of the nation's spendable income jingling in their pockets, are waiting to hear your message at a surprisingly reasonable cost. In fact, if you'll compare actual rates, you'll find that Network X cost 43.7% more than ABC per evening half-hour, while Network Y costs 28.7% more!*

*Night-time coverage. This figure continues to climb with steadily improving station facilities.

7 reasons why ABC...
American Broadcasting Company
is attracting America's Leading Advertisers

1. **ECONOMICAL RATES**—Network X costs 43.7% more than ABC per evening half-hour, Network costs 28.7% more.
2. **REACHES 22,000,000 FAMILIES**...who have 92% of the nation's spendable income.
3. **EXPERT PROGRAM SERVICE** available if and when you want it.
4. **EFFECTIVE AUDIENCE PROMOTION** which builds bigger, more loyal audiences.
5. **GOOD WILL** through public service programs that give an unbiased, complete picture of vital issues.
6. **ENTHUSIASTIC COOPERATION** of the 194 member stations for the benefit of advertisers.
7. **PRACTICAL TELEVISION**—program building on an economical basis.

American Broadcasting Company

ADDITIONS TO WBBM DEPTS. ARE LISTED

ALL departments at WBBM, CBS Chicago station, are being staffed to meet peacetime requirements, now that labor restrictions are off and former employes are returning from military service.

Howard Miller, discharged as a lieutenant after three and one-half years in the Navy, has been added to the production staff. He is former owner-manager of WGIL Galesburg, Ill.

Bob Croft, discharged as lieutenant in the Air Corps after four years as a glider pilot, is now assistant to Ben Orloff in the purchasing department, replacing Joe Strader, who takes over the traffic department.

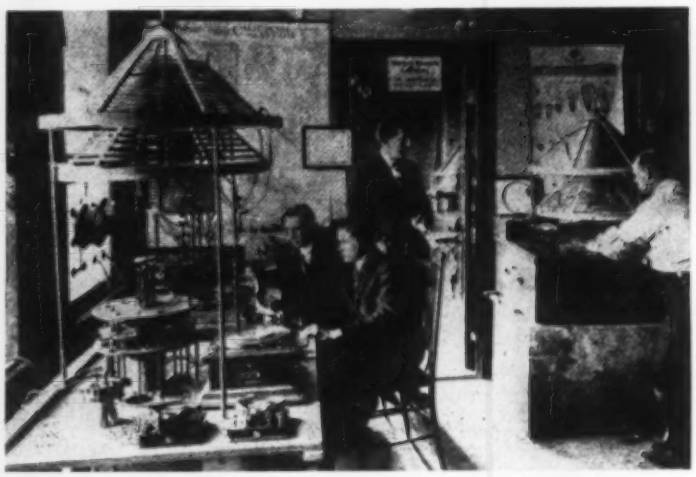
Thomas R. Ronney has returned to CBS as sales promotion manager of WBBM after directing public relations for the Marine base at San Francisco and for the Merchant Marine Academy at Kings Point, L.I. He formerly was sales promotion manager of CBS-KMOX St. Louis.

Jack Brooks, former production manager of WHAS Louisville, has also returned to WBBM production staff. Before going with WHAS he was a staff vocalist at WBBM for nine years.

RCA has resumed radiotelegraph service to Shanghai with a substantial reduction in message rates. Prewar rate of 74c a word between New York and Shanghai has been cut to 24c and the San Francisco-Shangai rate to 20c.

KQW CLAIMS TITLE OF 'OLDEST'

San Jose Station Offers Documents To Show —Regular Broadcasts Started in 1912—



KQW San Jose is shown as it looked in 1913 (before it was KQW), with (l to r, seated) K. Sanders and E. A. Portal; (standing) Dr. C. D. Herrold, was lauded in a broadcast as "the man who developed the world's first radio station to present regular broadcasts", and F. G. Schmidt.

TITLE of "first station" had another claimant last week—KQW San Jose, Cal.

Manager C. L. McCarthy said he had found that the station "which later became KQW, was established at San Jose by Dr. Charles D. Herrold in 1909, that the station began broadcasting regularly scheduled programs in 1912, and that it has been on the air consistently since then with the exception of the years of the first World War."

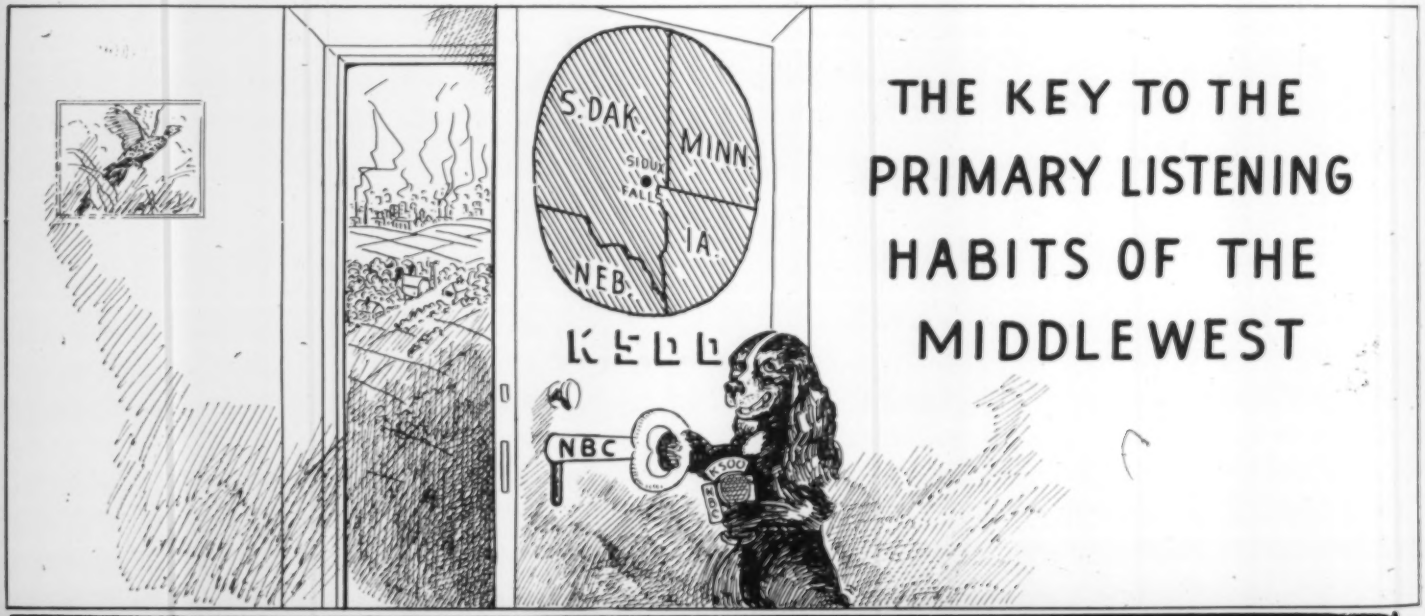
He supported the claim with affidavits concerning the 1912-13 programs; interviews with Dr. Herrold, now living at Piedmont, Cal., and his early associates,and photographs of the station made in 1912.

The information, gathered by a KQW writer assigned to the job "just for fun," was incorporated into a half-hour show, *The Story of KQW*, broadcast during National Radio Week.

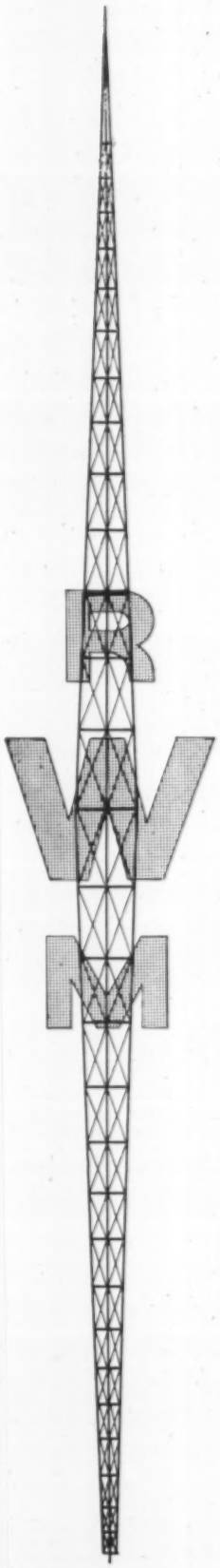
Dr. Herrold was hailed on the program as the first man to maintain a broadcasting station on a daily schedule and first to establish two-way broadcast (in 1912 between Fairmont Hotel station in San Francisco and his station at San Jose). The program, dedicated to him, included a transcribed message in which Dr. Herrold asserted "Radio has indeed outgrown its infant clothes. I am happy to have been the first man to broadcast radio entertainment on a regular schedule."

Electronic Gauge

CHROME GAUGE CORP., Philadelphia, is introducing a new electronic bore gauge utilizing direct contact to measure cylindrical interiors with an accuracy of one-half of one ten-thousandth of an inch. Gauge comprises a projection rod mounted on a stabilized frame with a flexible point which checks by contact the interior surfaces of the bore to be measured. Results are transmitted instantaneously to a Brown Electronik precision indicator which indicates imperfections, air pockets, etc. to .00005 of an inch.



KSOO
SIOUX FALLS, SO. DAKOTA
1140 K C - 5000 WATTS
National Representatives
HOWARD H. WILSON CO.



ENGINEERING SERVICE

A CONSULTING ENGINEERING SERVICE FOR BROADCASTERS HAS BEEN SUPPLEMENTED BY THE DESIGN AND SUPERVISION OF • • • •

BROADCAST INSTALLATIONS

PROVIDING FOR EVERY DETAIL OF PLANS AND SUPERVISION TO THE EXTENT DESIRED BY THE CLIENT IN THE CONSTRUCTION OF • • • •

COMPLETE RADIO STATIONS

- ACOUSTIC DESIGN
- SOUND ISOLATION
- STUDIOS
- OFFICES
- EQUIPMENT LAYOUT
- TELEPHONE LINES
- RADIO RELAY
- INSTALLATION SUPERVISION
- TRANSMITTER BUILDING
- HEATING, LIGHTING AND VENTILATIONS
- ANTENNAS
- OVER-ALL PERFORMANCE

RAYMOND M. WILMOTTE

CONSULTING RADIO ENGINEER

ASSOCIATES

PAUL DeMARS—LATELY VICE-PRESIDENT IN CHARGE OF ENGINEERING, YANKEE NETWORK

JACKSON & MORELAND—STRUCTURAL AND DESIGN ENGINEERS

OFFICES

1469 Church Street, N. W. Washington 5, D. C.

236 West 55th Street New York 19, New York

NORTH CAROLINA IS THE SOUTH'S No. 1 STATE

North Carolina's great *buying power* lies only partly in her rural areas. But, even so, Sales Management's 1945 Estimate shows that gross farm dollars here pass the 635-million mark, leading the *next* Southern state by more than 250 million dollars, and more than *doubling* the average for all nine other Southern states! North Carolina alone produces 28.9% of the total value of all principal crops raised in all nine other Southern states, combined. How's that for a Southern Market?

and WPTF at RALEIGH IS NORTH CAROLINA'S No. 1 SALESMAN!

With 50,000 Watts, at 680 k.c.—and NBC—Station WPTF is by long odds the No. 1 radio salesman in North Carolina. Let us send you the complete facts and availabilities. Or just call Free & Peters!

50,000 WATTS — NBC
RALEIGH, N. C.

Free & Peters, Inc., National Representatives

NAB Sales Managers Group to Discuss Contract Standards at N. Y. Meeting

REVISION of standard contracts, advertising agency recognition project and the new NAB Standards of Practice will head the agenda of the NAB Sales Managers Executive Committee, meeting at the Hotel Roosevelt, New York, Nov. 26-30.

Agenda for the sessions, including three days of subcommittee meetings and two days of full committee meetings, was prepared by James V. McConnell, manager of NBC's spot sales department, committee chairman, and Frank E. Pellegrin, NAB Director of Broadcast Advertising, secretary.

Start Monday

Week's meetings open at 10 a.m. Monday with the NAB subcommittee on revision of the standard advertising contract taking up progress of that project. Chairman of the subcommittee is Walter Johnson, WTIC Hartford. Tuesday the subcommittee will meet with the AAAA contract subcommittee to discuss the matter jointly, perhaps taking formal action.

Proposal for an advertising agency recognition bureau will be discussed Wednesday by the subcommittee handling that subject, starting with an 8:30 breakfast. Chairman of committee is Stanton P. Kettler, WMMN Fairmont, W. Va. At lunch the subcommittee on audience measurement and full disclosure will meet with representatives of the NAB Research Committee. Head of the subcommittee is Frank Webb, WGL Fort Wayne.

Full committee will assemble at 10 a.m. Thursday, taking up standard contracts and agency recognition in the morning. A. D. Willard Jr., NAB executive vice-president, will be a guest at the luncheon. The audience measurement subcommittee will report as well as the subcommittee on standard rate cards, headed by Arthur Hull Hayes, WABC New York.

At the Friday morning session the committee takes up the new NAB Standards of Practice adopted by the board last summer, meeting with representatives of the NAB Code Committee. Government use of commercial radio will be considered. At lunch Mr. Pellegrin is to report on the Joske's department store radio test in San Antonio. Hugh Feltis, Broadcast Measurement Bureau president, will discuss progress of that agency's program. Proposed revival of detailed reports on quantity and types of radio advertising is final subject on the agenda.

BALTIMORE'S *Listening Habit*

WCBM

MUTUAL BROADCASTING SYSTEM

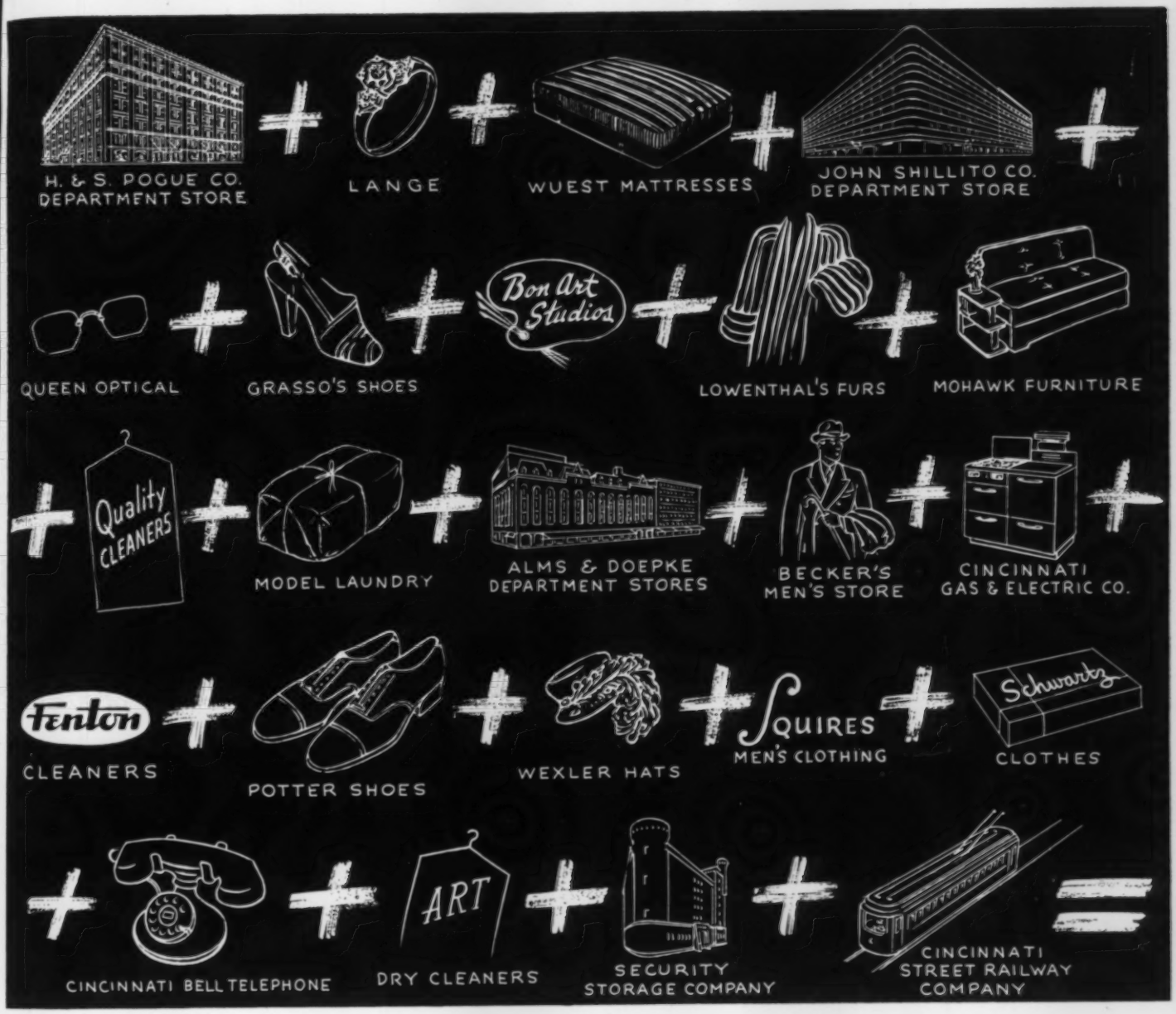
JOHN ELMER, President — GEORGE H. ROEDER, General Manager

FREE & PETERS, Inc.
Exclusive National Representatives

New Court Building

A TEN-MILLION-dollar building to house the U. S. Court of Appeals for the District of Columbia and the U. S. District Court for D. C. are authorized in companion bills introduced in the Senate and House Nov. 16. Both measures provide for acquisition of land, most of which is now owned by the District, at Constitution Ave. and 3d St., NW. Building would be designated "The United States Courts of the District of Columbia." Courts now occupy separate buildings at 5th & E Sts., NW. The Senate bill (S-1603) was introduced by Chairman Andrews (D-Fla.) of Public Buildings & Grounds Committee and the House measure (HR-4719) by Chairman Lanham (D-Tex.) of Public Buildings & Grounds Committee.

"I remember WFDF Flint did mention a big building program."



CINCINNATI Good Company

FOR YOUR CLIENT ON

WSAI

A Marshall Field Station,

CINCINNATI 2, OHIO

BASIC AMERICAN BROADCASTING COMPANY

NATIONALLY REPRESENTED BY LEWIS H. AVERY, INC. 565 Fifth Ave., New York 17, N. Y. — 333 North Michigan Ave., Chicago 1, Ill.

This is the fifth in a series of advertisements inspired by WSAI's pride in the quality and prominence of its national and local advertisers.

U. S. NET PROGRAMS LEADING IN CANADA

UNITED STATES network programs led in popularity in Canada according to the November national evening ratings issued by Elliott-Haynes Ltd., Toronto. *Fibber McGee and Molly* leads with rating of 33.1 and sets in use rating of 43.2. Second is *Edgar Bergen and Charlie McCarthy* with a rating of 30.3 followed by *Radio Theater* 29.8, NHL Hockey (Canadian origination) 19.3, *Album of Familiar Music* 18.5, *Bing Crosby Music Hall* 17.9, *Request Performance* 17.1, *Waltz Time* 15.8, *Green Hornet* (Canadian origination) 15.3, and *Treasure Trail* (Canadan origination) 15.1. French language programs were led by *Un homme et son Peche* with 37.5 and sets in use 46.5, followed by *Railliement du Rire* 39.8, *Le Cafe Concert* 34, *Secrets du Dr. Morhanges* 33.3 and *La Mine d'Or* 28.4.

Sound Effects Technique Explained in New Book

TECHNIQUE and mechanics of radio sound effects are presented in a new, illustrated book, *Radio Sound Effects* (Ziff-Davis Publishing Co., N. Y., $1.50), by Joseph Creamer and William B. Hoffman.

Mr. Creamer

Prepared as a "manual for broadcasting stations, sound effects technicians, students, and all others who use, or are interested in, modern sound effects technique," it is also a fascinating story of the part played by the soundman in broadcasting and the ingenuity of his devices and methods.

The authors are both associated with WOR New York, Mr. Creamer as promotion and research director and Mr. Hoffman as a member of the sound effects department.

Video Is Expensive But Most Effective For Advertiser, WCBW Official Says

"IT IS QUITE apparent that television is a very expensive medium for advertisers," stated George Moskovics, commercial manager of WCBW New York, CBS video station, at American Television Society panel discussion luncheon meeting Nov. 19 at Hotel Sheraton, New York.

But, he pointed out, television "can deliver a sales impact several times as great as any other media" because television can demonstrate the products in use. Other media can make statements about the product but television not only makes the statement but proves it. For example, he explained, it is very effective to see a box of Duz actually suds up in a television commercial. One thing can be learned so far from video audiences, he remarked, and that is "a definite rejection of anything unrealistic". Commercials properly done "should be interpreted into acceptable terms to the audience."

Ben Feiner, assistant director of programs of WCBW, told the luncheon guests that "good writers in television are hard to obtain. Television requires simple, direct and appealing scripts." CBS, he continued, is interested in a variety of different types of shows.

Lea Hurwitz, director of news for WCBW, explained that the quality type of announcer on a video news show—one with authoritative knowledge combined with an intimate affable contact with the audience—was difficult to find. The use of maps, still pictures, cartoons and interviews with people in the news all add up to making an interesting news show, he said. Ray Nelson, vice-president in charge of television for Charles M. Storm, acknowledged that a "good producer" was essential to a good television show.

AN A-1 *SPOT for POSTWAR BUSINESS

★ Radio Daily Survey

There is only one city in Tennessee with an A-1 postwar rating and that is NASHVILLE . . . Here is a city that is teeming with opportunities for more business. Its location is ideal from the standpoint of service to more than a million prospective new customers for your product . . . As proof, we point to Radio Daily's good word about its gains in population, per capita income and RETAIL SALES!

Yes, indeed. It will well pay you to include Nashville . . . with its rich Middle-Tennessee market, and Radio Station WSIX in your sales and advertising plans!

WSIX Offers:

1. Top shows of two popular networks AMERICAN and MUTUAL.
2. An excellent share of the radio audience in Tennessee's only A-1 postwar market where there are more than a million potential buyers for your product.
3. A unusually low cost per radio listener.

AMERICAN • MUTUAL

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

5000 WATTS
980 K.C.

Represented Nationally by THE KATZ AGENCY, INC.

NBC Offers Two Special Thanksgiving Hours

TWO ONE-HOUR segments of NBC's afternoon schedule of daytime programs were devoted to specially prepared programs on Thanksgiving Day, Nov. 22, in line with a general format developed by C. L. Menser, NBC's vice-president in charge of programs, taking into account the changed audience on the holiday. First hour, sponsored by General Mills, presented a Thanksgiving sermon by John Barclay, 2-2:15 p.m., a special Thanksgiving drama written by Arch Farmer, titled "What Have We To Be Thankful For?" 2:15-2:45 p.m., and a special Thanksgiving music on *Hymns of All Churches*, 2:45-3 p.m.

From 4-5 p.m. Frank and Anne Hummert, radio producers, presented a special program of music devoted to the day, replacing four American Home Products serials.

'Coronet' Show

ESQUIRE Inc., publishers of *Coronet Magazine*, have replaced *Coronet Story-Teller* on American with *Coronet Front Page*, Monday through Friday 9:55-10 p.m. CST. Written by Ken Houston of Schwimmer & Scott, Chicago, sponsor's agency, and narrated by Paul Barnes, the program features headline news and top human interest story of the day. *Coronet Story-Teller*, formerly heard at 9:55, has moved to 11:30-11:45 a.m. EST., with Marvin Miller as commentator, sponsored by Kellogg, as part of *Home Edition*.

THIS IS AUSTIN—
a Rich, Ready Market

THIS IS THE VOICE THAT WILL SELL YOUR PRODUCT

Austin, Texas is a market no successful business man can afford to overlook. It ranks as one of the five major cities in Texas, is the State Capitol and educational center. With a population increase of 65% from 1930 to 1940, and a per family income well above that of any other Texas city, Austin presents a fertile field for your product promotion.

To sell this rich market we offer you this proved salesman, the one that will deliver more audience per dollar over a broader coverage—Station KNOW. KNOW is the listening habit in Austin. Hooperatings show that it is the leading Austin station any hour of the day or night. Combine this with the fact that KNOW is the oldest, best established station in Austin and you'll agree that to sell Austin, it's KNOW. Ask us to send you further information plus our booklet, "The Austin, Texas Area."

RADIO STATION KNOW

AMERICAN, MUTUAL AND TEXAS STATE NETWORKS STATION

WEED & CO., *Representatives*

New York . . . Boston . . . Chicago . . . Detroit . . . Hollywood . . . San Francisco

GIVE THE FOLKS OUTSIDE* A BREAK

on the Pacific Coast, too!

IN THE OUTSIDE MARKET live half the radio families on the Pacific Coast. These people are good customers—they spend approximately half of the more than eight billion dollars in Pacific Coast retail sales each year

THE OUTSIDERS on the Pacific Coast want in on your radio show, but they can't listen to it unless you release it on Don Lee. Reason? The Pacific Coast is 1,352 miles long and covered with mountains up to 15,000 feet high—and Don Lee is the only network with enough stations (39) to deliver both the "inside" and "outside" markets completely. (The other 3 networks *combined* have only 29 stations.)

Matter of fact, more than 9 out of every 10 radio families live within 25 miles of one of Don Lee's 39 stations. When your show is on Don Lee, the folks both outside and inside listen to it.

Proof of this is shown in a special C. E. Hooper coincidental telephone survey of 276,019 calls, the largest ever made on the Pacific Coast. In this thorough-going survey, 40 to 100% of the *outside* audience was tuned to Don Lee. (See example.)

Regional advertisers know how effective Don Lee is in *both* Pacific Coast markets. That's why Don Lee carries practically as much Pacific Coast regional business as the other three networks combined. Give the folks outside a break on the Pacific Coast—buy DON LEE!

Example from Special C. E. Hooper Survey

YAKIMA, WASHINGTON

STATION	SHARE OF AUDIENCE		
	Morning	*Afternoon*	*Evening*
Don Lee Station KIT	66.4%	69.5%	52.8%
Most popular competing station	21.5%	12.2%	19.3%

Other examples to follow

The Nation's Greatest Regional Network

*

Approximately half the retail sales on the Pacific Coast are made OUTSIDE THE COUNTIES in which Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane are located.

Mutual

DON LEE

BROADCASTING SYSTEM

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
SYDNEY GAYNOR, *General Sales Manager*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

Col. Wilder

(*Continued from page 10*)

the functions of military governor, along with all his other duties. Now the military governor usually is an Army officer skilled in handling the operation of enemy cities.

The need for trained officers is apparent when you realize that no civil government exists above city or local levels which means that mail service, long distance telephoning, fiscal and such state services are not available to civilians except to those few entitled to use Army facilities. Policing is by civilian forces, if reliable—but always under supervision of our Army. The military is in control, but the functions, as planned gradually are being turned over to civil authorities.

The main emphasis is on food. No Army food is used for civilians, except in extreme emergencies. Some will be needed this winter. In Germany today the food supplies come to the cities from rural areas, where there is more than enough for their basic needs.

Transportation is the great problem in the German cities. To get food into the cities Army trucks must be used. There was nothing left in German hands, except trolley cars and a few decrepit taxis. Buses are virtually non-existent. So our effort has been to get trolleys and subways running, while turning over repaired German Army trucks to local civilian authorities to move food in and rubble out.

I made particular study of United States occupation problems in Berlin, Bremen, Frankfort and observed the methods used by the British and Russians respectively in Hamburg and Berlin. I felt that these two Allies are tougher on the enemy, but that Russians are modifying their earlier harsh measures. I was impressed with Russian officers and soldiers, who go into a song every time a group gets together. Their discipline and morale is top notch. The Russians look the part of victors and don't mind being away from home as our boys do.

What is most important need in zones taken over by Allies is gas, electricity and water, next to food. We found these utilities in various states of destruction and great progress has been made in restoring them. Occupation Armies have experts in each field who supervise civilian labor to get utilities functioning more rapidly than anyone dared estimate. Large sections of German cities are still without some of these services.

Here and there newspapers are being published by reliable civilians, under supervision of our officers.

The huge task of screening out Nazi sympathizers is simplified by the thorough records found in many cities. More Nazi men and women are flushed out every day and they are denied any privilege or responsibilities. Special hard work is found for them to do and they have to be closely watched. Trustworthy civilians are essential in handling civil jobs the available Army force can't possibly perform. The objective is ultimately to set up local governments run by civilians under Army control. Temporary use of Nazi key men has been discontinued.

Likewise the Army is bringing over American civilians to replace top Army occupation officers. The new principle of United States occupation is that the Army is the enforcement agency, not the administrative. At the outset, the Army has to perform all functions until competent American civilians can take over. Let's take one city for example. In Frankfort in about two weeks normal power service was restored, despite the central section of city being 80% destroyed. Four thousand four hundred Nazis were early dismissed from municipal jobs and replaced with reliable personnel. One thousand one hundred non-Nazi policemen preserve law and order, supervised by our Army. Fifty-seven of the fifty-nine banks in the city have been reopened. Over 3,300 stores and 114 insurance agencies have been opened for business. Schools have been started. Food was promptly brought in from rural areas and the people had 2,500 tons weekly out of the rural areas food surplus. I saw what was done in Frankfort and what the United States Army, new to these tasks, can do in a badly bombed enemy city.

Radio, not available in 1918, is a major factor in the education and control of German civilians. It is a potent morale-builder with the GI who thinks only of home and is becoming far too friendly with German families, or the daughter at least. German-language radio programs are regarded as main reliance in straightening out civilian thinking.

The four-way control of Berlin

(*Continued on page 44*)

The Other Side

ELMER DAVIS, former OWI Director now slated to start an American network commentary series Dec. 2, last Wednesday watched his first Presidental news conference in four years from the reporters' side of the circular office. Not being on the air, he enjoyed the banter and serious question-answer proceedings without taking notes. As OWI head he had occupied a seat on a divan off to one side from the President's desk during news conferences.

To "BAG" Greater Sales

SET *Your* SIGHTS . . .

ON THE GREATER KANSAS CITY MARKET *with* KCKN

KCKN assures you greater sales because *only* KCKN programs *exclusively* and *specifically* for city listener tastes—with the result that Kansas Citians look to KCKN for the kind of radio entertainment *they* enjoy.

By leaving the surrounding thinly spread farm and small town market to others and concentrating on metropolitan Kansas City, KCKN offers you a substantial share of this rich, fertile, *nine hundred million dollar market*—without the rate penalty of outstate coverage.

Wire or phone your nearest CAPPER office for availabilities . . . TODAY

KCKN Kansas City

The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY . . . WIBW, TOPEKA
ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

CAPPER PUBLICATIONS, Inc.

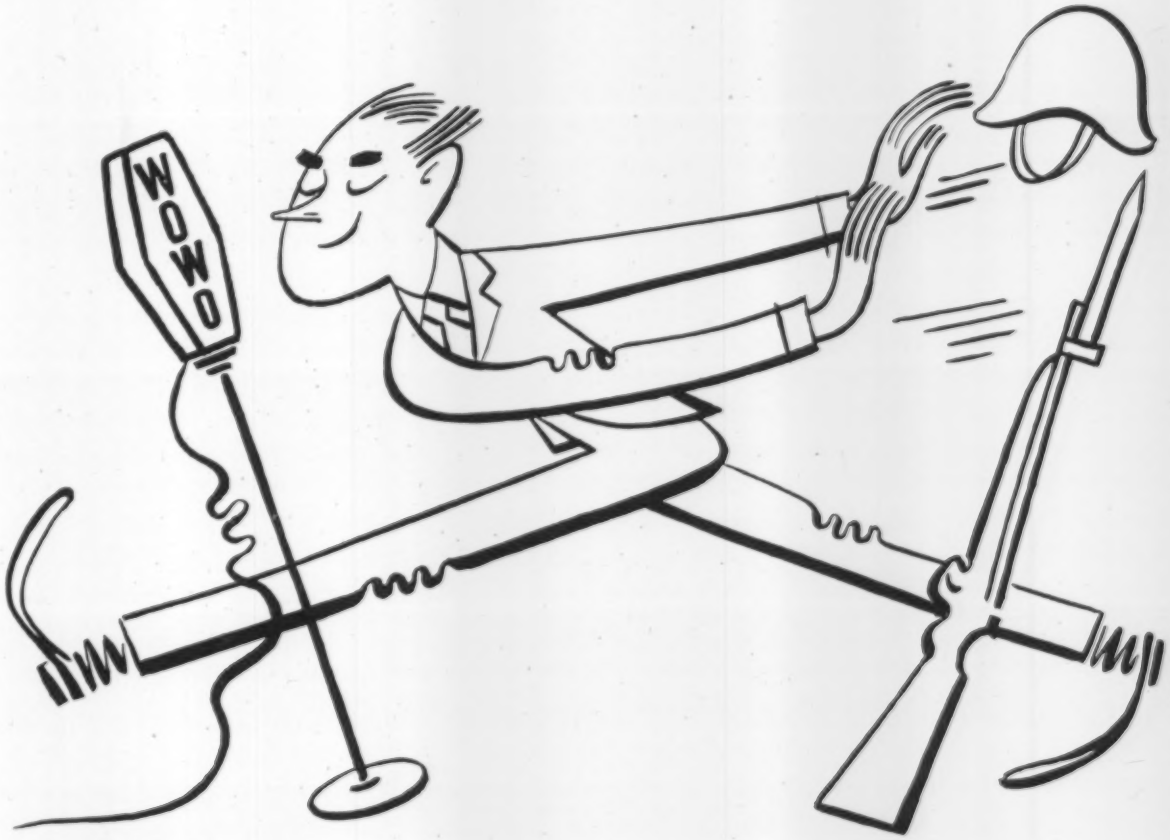
NEW YORK 17: 420 LEXINGTON AVENUE MOHAWK 4-3280 CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977
SAN FRANCISCO 4: 1207 RUSS BUILDING DOUGLAS 5220 KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3864

Gates-way TO STATION AND PRODUCT ACCEPTANCE

WHEN HILLIARD GATES doffed his uniform, he stepped up to a WOWO microphone and took up his sports-editing where he left off.. broadcasting hundreds of scholastic and professional events, and picking All-America elevens with considerable acumen.

In addition, Gates is now functioning smoothly as Public Service Director of WOWO.. a man's-size job in these trying times. Typical of his promotions have been: Indiana's Tribute to President Roosevelt, originated for the network by WOWO; Airborne Command's bombing of Fort Wayne; Cancer-control drive; V-E Day broadcasts from war-plants; Iwo Jima Memorial Day service.

Result in the few short months Gates has been at the helm of WOWO's Public Service: More listeners to buy merchandise—more sponsors' products sold. Write NBC Spot Sales for *new* coverage figures.



WOWO
FORT WAYNE

WESTINGHOUSE RADIO STATIONS Inc

KDKA · WBZ · WBZA · KEX · KYW · WOWO

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX · KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

Col. Wilder

(*Continued from page 42*)

is, of course, essentially by Armies. The four Armies are getting along well now that original differences have been ironed out through regular meetings of commanding generals. I found no real support for this four-way plan, born because no nation would give up Berlin to any other Army exclusively. The same principle obtains in Vienna and to lesser extent I found it in Rome, where British outnumber United States Army about ten to one. The Italians prefer the Americans, as do the Berliners. I believe the four-way control will have to be considerably modified. There is a distinct feeling, not openly expressed, that some redistribution will follow, leaving one nation in control of each major city for greater governmental efficiency. The four-way control group, I believe, can better oversee the whole enemy area than supervise any one city. Everyone knows how difficult this will be to arrange, but it makes for harmony among the Allies and reduces continuing danger of disputes that could drive a wedge between us all. At present the four-power plan works fairly well.

Occupation Problems

None of us here at home can pass judgment on these critical occupation problems. They must be left to the officers in Germany and I am confident they will work them out with more experience. One thing was crystal clear: we should not demobilize too fast, lest we invite a revival of the same sort of "ism" that brought on the last war.

After talking with many generals responsible for German occupation, I returned heartened because they are competent and a credit to this nation. They should be given a free hand and whatever help is needed.

Pumpkin Prize

WHEN THE NAME is on the pumpkin and the pumpkin wins a prize at a county fair, the name on the pumpkin gets a dollar, despite the fact that it was all a big mistake. Dixon County Agent Howard Gillaspie brought some pumpkins and squash to the Emerson, Neb. Tri-County Corn and Garden Show to give to George B. German, farm director of WNAX Yankton, S. D. Before Mr. German arrived, Mr. Gillaspie put the pumpkins on a table. It turned out to be a display table—and one of the pumpkins won a prize. So Mr. German took the dollar and the pumpkin, too. And who wouldn't?

85% of the 97,585 persons in
PENSACOLA and ESCAMBIA COUNTY, FLORIDA
Listen MOST Night AND Day to . . .

WCOA

ONLY Station For COMPLETE Coverage
Of NORTHWEST FLORIDA

Market's ONLY Listenable Daytime Signal

SERVES almost exclusively nine Florida and Alabama counties with estimated population of 400,000

85% of over 35,000 radio homes Listen To WCOA

PENSACOLA and ESCAMBIA COUNTY —Buying Income $85,000,000

PENSACOLA—FLORIDA'S 4TH MARKET

PENSACOLA—Florida's Fastest Growing INDUSTRIAL and SHIPPING CENTER

BOTH NIGHT AND DAY IT'S

1,000 W. Day WCOA 1370 kc.

500 W. Night

KEY TO RADIO SELLING IN NORTHWEST FLORIDA

WCOA—"A John H. Perry Station"

Jack Rathbun, Gen. & Sales Mgr.

AFFILIATED WITH THE NATIONAL BROADCASTING COMPANY

Represented by John H. Perry Associates

NEW YORK CHICAGO DETROIT ATLANTA PHILADELPHIA

PENSACOLA FLORIDA

Letters to the Editor

EDITOR, BROADCASTING:

Automatic focusing of motion picture, television and large still cameras may sometime be possible through the application of the range-finding principles of radar.

Although present day radar measures distances in terms of thousands of yards, future developments in the art may make it possible to measure distances in terms of feet.

The use of radar, or its principle, in the automatic control of optical focusing systems could ease considerably the strain of constant attention to focusing, which is the lot of most cameramen.

One difficulty in such an arrangement might be that, if the radar focusing beam should inadvertently wander off the principal subject, such as an actor, and strike a background fifteen feet away, the cameraman might be embarrassed to find his subject completely out of focus in a split second.

Perhaps an adjustable time-delay circuit could be incorporated to permit such accidental mis-direction of the electronic focusing beam to occur, for a brief moment, without putting the optical system out of focus. Thus, time would be allowed to re-frame the subject without de-focusing.

Also, the change-of-focus mechanism could be designed with a suitable lag to accommodate shifts to various focal planes at normal rates of change.

W. S. STEWART,
Television Editor,
International Photographer
Nov. 12

* * *

EDITOR, BROADCASTING:

From a timebuyer's standpoint, the suggestion made by Mr. Carey of WIND Chicago, in your issue of November 12th, regarding the BMB measurement plan,* appears to be of very practical value.

It seems to this writer that the same argument applies to greater New York audience measurement and all major metropolitan markets.

I do not know what cost is involved, or whether Mr. Carey's suggestion is impracticable for other reasons. I merely want to indorse any such idea which makes the job of time buying a little less difficult.

STANLEY PROBST,
Vice-President,
Maryland Pharmaceutical Co.
Nov. 13

* Editor's Note: In the Nov. 12 issue Mr. Carey suggested changes in the BMB measurement plan.

Heads Radio Council

DOROTHY GRIFFIN of the speech and drama department of Christian College, Columbia, Mo., has been elected president of that city's Radio Council. She succeeds Sherman Lawton, who has moved from Stephens College, Columbia, to U. of Oklahoma, Norman, Okla.

Business Leaders plan for *Louisville!*

☆ The Ballard & Ballard Co. *plans . . .*

PRIOR to the war the Ballard & Ballard Company was employing approximately 600 people in their Louisville and outside plants and doing business in 15 states and in Cuba.

During the war period all of the Ballard & Ballard Company plants operated at capacity. This was necessary in order to keep our Armed Forces and civilians supplied with the all-important flour and feed products we produce. For many reasons, we have been able to supply materials to the Armed Forces and to Lend-Lease without injuring our potential postwar market.

Our reconversion problem is primarily a matter of the development of markets, the re-employment of people, the improvement of manufacturing facilities and especially in new products and new methods of distribution. We intend to distribute more merchandise at a lower operating cost.

We are now rapidly expanding all of our operations which includes our branches, our mills, our OvenReady Biscuit Division, our laboratory for research—in short, every part of our business.

At the close of the war we had approximately 300 of our employees in the Armed Forces. We intend to re-employ all of these people as they return and at the same time to keep in our employ the many loyal people who have come to us during the war period.

It is our duty and our responsibility to make it possible to employ more people than we employed prior to the war. We expect that our payrolls will run in excess of 1,000 people or approximately twice the number employed at the beginning of the war. We are looking forward to an era of good business with expanded facilities. We intend to do a more efficient and a more economical job than we have ever done. The products we sell are important staple food products and they must, therefore, be produced and distributed efficiently and inexpensively.

LT. COMMANDER THRUSTON B. MORTON, *President*

☆ The Louisville & Nashville Railroad Company *plans . . .*

THE general offices and the main shops of the L. & N. are in Louisville, and constitute the largest single employment of labor in the City, having in the Louisville area alone about 10,000 persons with an annual payroll of about $24,000,000. Altogether the line reaches 13 Southern States, has 34,000 employees, and an annual payroll of about $85,000,000.

It has in contemplation, when labor and materials are available, the ultimate expenditure of about $28,000,000 new money for various improvements in service, including some modern, beautiful, aluminum coach trains. With less equipment than in World War I, it handled in World War II double the business. Its purpose is to refine and improve its present facilities and service, not only to promote postwar progress in the South, but currently to do the big job of redistributing government men and material, and also to care for domestic commerce and civilian travel.

The future volume of traffic will determine its ability to maintain a high level of employment. We are looking forward with confidence that the public will not forget our astonishing wartime performance, and will continue their co-operation and patronage. We shall strive to deserve it.

J. B. HILL, *President*

No 7 in a series of messages about plans for Louisville

We should like to send you a copy of our 40-page book "28 Business Leaders Plan for Louisville."

The Courier-Journal
THE LOUISVILLE TIMES
Radio Station WHAS

MANAGEMENT

LARRY WEBB, released from the Coast Guard after three and a half years service, has returned to WJW Cleveland as treasurer of the corporation and assistant to the president.

ROBERT O. REYNOLDS, vice-president and general manager of KMPC Hollywood, has been named to Hollywood (Cal.) Bowl Theatre Assn. board of directors for coming season.

F. H. (Tiny) ELPHICKE, manager of CKWX Vancouver, is in eastern Canada on a six weeks business trip.

MARK WOODS, president of American, has been elected a member of the board of governors of the Cooperative Analysis of Broadcasting Inc. With election of Mr. Woods, two network presidents are now serving on CAB board, the other being **EDGAR KOBAK**, president of Mutual.

A. J. MOSBY, general manager of KGVO Missoula, Mont., is on two-week trip to New York and Washington.

CARL J. BURKLAND, general manager of WTOP Washington, has been elected to the board of directors of the Washington Kiwanis Club.

BOB J. BUSS, former commercial manager of CKCK Regina and of CJOC Lethbridge, is new manager of CHAT Medicine Hat.

Mr. Buss

J. B. CONLEY, general manager of KEX Portland, Ore., was presented his Westinghouse 20-year service button last week. He started with Westinghouse Electric Corp. in 1925 in accounting department. In 1936 he was elected auditor-treasurer of new subsidiary, Westinghouse Radio Stations Inc., and in 1940 was appointed general manager of Westinghouse Fort Wayne, Ind., stations WOWO-WGL. He was transferred to KEX last January upon purchase of that station.

ALVIN O. BRAMSTEDT, manager of KFAR Fairbanks, Alaska, recently flew to Barrow, northernmost community on the American continent, to survey possibility of originating broadcasts in that Arctic Ocean area. Pilot was **CHARLES B. WEST**, heard weekly on KFAR "Wings Over the North" program.

RAY P. JORDAN, general manager of WDBJ Roanoke, Va., has been elected president of Roanoke Kiwanis Club for 1946. He also has been elected local chairman for the National Clothing Collection for Foreign Relief, to be conducted in January.

CHARLES C. MOSKOWITZ, vice-president of Loew's Inc., has been named director and treasurer of more than 65 of the corporations operating the MGM studios theaters throughout the U. S. and Canada and station WHN New York. He will represent Loew's in the operation of Robbins Music Corp., Leo Feist Inc., and Miller Music Corp., all three song publishers, as well as Loew's recently organized phonograph record division.

RICHARD CONNOR, vice-president of Associated Broadcasting Co., escaped with scratches, bruises and a severe shaking up Nov. 16 when he was aboard the advance section of the Commodore Vanderbilt which was wrecked en route to New York.

C. P. JAEGER, American vice-president in charge of sales now on West Coast, returns to New York in early December.

FRANK E. MULLEN, NBC vice-president and general manager, is on the West Coast for inspection of new Hollywood studios.

BEAUMONT HAS MONEY TO SPEND NOW—LATER!
OIL
Mass employment . . . permanent employment—that's what OIL means in KFDM's area. Think of oil refining, synthetic rubber, oil field tool manufacturing . . . think of the steady income these industries create. Yes, OIL is certainly an important segment in KFDM'S 585 million dollar effective buying income market.
BEAUMONT TEXAS
KFDM
SERVING THE *MAGNETIZED SABINE AREA
*Magnetized . . . drawing people and industries from other sections!
AFFILIATED WITH AMERICAN BROADCASTING CO., INC. AND
TAYLOR-HOWE-SNOWDEN
Radio Sales
BEALE

Page Charlie McCarthy

TURNING TABLES on Edgar Bergen (r) and using him as the dummy, is Oklahoma's Gov. Robert S. Kerr (center), chairman of the board of West Central Broadcasting Co., just filed for a new standard station in Tulsa [BROADCASTING, Nov. 5]. Edgar T. Bell (l), secretary-treasurer of WKY Radiophone Co., plays Mortimer Snerd. Mr. and Mrs. Bell were hosts at a dinner given in honor of Mr. Bergen and his bride during their visit ten days ago in Oklahoma City.

FIBBER McGEE TOPS ON LATEST HOOPER

TOP-RANKING program in audience popularity the first week in November was *Fibber McGee & Molly*, according to the Nov. 15 report of C. E. Hooper Inc. on evening network programs, which rated the program 28.7. Bob Hope was second with 25.6; *Radio Theater* third with 23.5.

Average evening audience rating was 9.4, up 0.4 from the Oct. 30 report, not reported a year ago because of the Presidential election campaign. Average evening sets-in use was 29.4, a rise of 1.3 from the last report, with no comparison with last year because of the abnormal listening then. Average available audience was 78.3, an increase of 0.7 from the last report, a loss of 0.2 from a year ago. There were 82 sponsored hours reported, compared with 81½ in the last report.

Following the three leaders, most popular evening shows were: *Charlie McCarthy*, 23.4; Walter Winchell, 22.1; Jack Benny, 20.7; *Mr. District Attorney*, 20.7; Fred Allen, 19.9; *Screen Guild Players*, 19.2; Joan Davis, 17.6; *Great Gildersleeve*, 16.8; Eddie Cantor, 16.6; Jack Haley, 16.1; *Bandwagon*, 16.1; *Aldrich Family*, 16.0; *Dr. Christian*, 16.0; *Amos 'n' Andy*, 16.0.

Top Sunday afternoon programs were: *The Shadow*, 11.1; *One Man's Family*, 8.6; John Charles Thomas, 8.5.

Report was the first to include the revised pocketpiece, which contains both evening and daytime audience information, alphabetical indexes to programs and to sponsors, share-of-audience figures for all programs in addition to the rating and sets-in-use figures, basic audience trends and top-ranking programs for both day and evening, rating on multi-weekly shows and a guide to use.

. . . FOR SALES . . . FOR JOBS

Through the past twenty years WSM has been getting ready for this moment when sales are so vitally important in putting people back on payrolls. Earnestly, we have radiated friendliness and warm human understanding to an area of five million people. And now we can offer the confidence we have built as a 50,000-watt, clear channel through which to flow the sales that are so vital in achieving full employment for a reconverted nation. There can be no more powerful spearhead for the selling this period demands.

THE STATION THAT HAS **WORKED** HARD TO **DESERVE**
THE FULL CONFIDENCE OF FIVE MILLION LISTENERS

HARRY STONE, *Gen. Mgr.*
DEAN R. UPSON, *Comm. Mgr.*
EDW. PETRY & CO., *Natl. Reps.*

WSM
NASHVILLE

50,000 WATTS • 650 KILOCYCLES • CLEAR CHANNEL • NBC AFFILIATE

It's not the TUNE he plays it's HOW he plays it

Whether it's Ol' Man River or Bach's Toccata and Fugue is not as important as the technique of the organist.

We are proud that in our business of radio advertising we too have a technique which only comes from practice and experience. In other words—it's not *what* we do—it's *how* we do it.

PAUL H. RAYMER COMPANY

PAUL H. RAYMER COMPANY • RADIO ADVERTISING

NEW YORK • DETROIT • CHICAGO • LOS ANGELES • SAN FRANCISCO

Editorial

'Letteral' Pass

TO STEAL an allegory which is the exclusive property of Chairman Paul A. Porter, did you ever see two halfbacks run in reverse from a double wing formation and score a touchdown?

That seems to be the general strategy that has developed out of the profound, and betimes heated, correspondence which has been exchanged between Wayne Coy of WINX Washington, who used to advise President Roosevelt, and Paul Kesten of CBS, with Assistant Secretary of State William Benton as a sort of reluctant postman.

This correspondence, sparkling with vivid verbal thrusts and a certain amount of double-talk—on a very high plane, of course—was printed in our last issue.

The premise from which Mr. Coy and Mr. Kesten argued differed diametrically—but their conclusions were wonderfully harmonious.

To freshen your memory, the State Department was smarting under a Coy letter protesting the fact that Secretary Byrnes' London conference report was carried exclusively by CBS. Mr. Benton asked Mr. Kesten how to answer Mr. Coy. Mr. Kesten provided a dissertation conceived to answer not only Mr. Coy's protestations, but those of anyone else at any time on any subject. Bewildered by this masterful essay, Mr. Benton called upon Mr. Coy for further observations.

Mr. Coy said his only desire was that the public statements of public officials be made available on an equal basis to all.

Mr. Kesten agreed. Chairman Porter, who was dragged into the fray from the sidelines, approved.

Mr. Benton, meanwhile, escaped this impressive forum of mutual agreement that would touch the heart of any diplomat by going to London on other business.

But everyone is agreed, at least, that there should be no rule guaranteeing exclusivity in broadcast to a public servant. Against such affirmation, we would not venture a dissenting vote.

Revival in New Mexico

NEARLY a decade has passed since the issue of State versus Federal regulatory rights in radio last was fought. It was in 1936 that the U. S. Supreme Court settled finally, in a test case involving imposition of a gross sales tax on broadcasting, the illegality of such levies because radio is an instrument of interstate commerce subject to Federal rule only.

Now the question bobs up again in New Mexico where an effort is being made to overturn a precedent of long standing handed down by the State's Revenue Bureau. The New Mexico attorney general contends that radio is subject to the State's 2% gross sales tax on the ground that radio is intrastate commerce.

In the 1936 case, Associate Justice Stone, now Chief Justice, concluded:

> By its very nature broadcasting transcends State lines and is national in its scope and importance—characteristics which bring it within the purpose and protection, and subject it to the control of the commerce clause.

The New Mexico case was argued last week in the U. S. District Court for the District of New Mexico, on petition for injunction filed by four local stations. NAB wisely assisted in legal and engineering argument to contest the State's effort to impose the tax on stations. The case is headed for the highest courts, should the State's contentions prevail.

All broadcasters are concerned about the outcome, for several potent reasons. Should New Mexico succeed in levying the tax, 29 other states with various forms of sales taxes doubtless will try to make their own levies applicable. Such a tax would prove crippling to many small stations and unjust to radio generally.

But even more important might be a revival of the effort by states to tap new sources of revenue and impose a control on free speech through the licensing of stations by the state utility commissions.

It Can Be Done

A GOLDEN opportunity to break Jimmy Petrillo's death grip on radio was presented last week with the introduction by Chairman Lea (D-Cal.) of the House Interstate & Foreign Commerce Committee of his bill aptly titled: "To prevent control of broadcasting by coercive practices."

The measure would add to the penal provisions of the Federal Communications Act three sections which would outlaw the vicious standby practice, as well as other Petrillo-contrived methods of plundering broadcasters. Violation would be punishable by two years imprisonment, $5,000 fine or both.

Chairman Lea's indignation, as well as that of other members of his Committee and of Congress, has mounted with each Petrillo diatribe, followed up by demand for additional tribute. Said Chairman Lea in introducing his bill:

> Carrying as the AFM demands do threats of reprisals if not complied with, they are on the moral level of racketeering and extortion. A self-respecting government cannot afford to permit such practices to prevail. The objective of this legislation is to prevent them.

Broadcasters and an outraged public alike will applaud Mr. Lea's action. They will turn handsprings when the bill passes the Committee, which its author confidently predicts. But it will take more than cheers and handsprings to get the bill through Congress.

Labor has a powerful lobby in Washington. Labor is big business—bigger than radio in all its ramifications. The recent Internal Revenue Bureau Report on tax-free organizations (which include unions) gives eloquent testimony to that. Much as many labor union leaders dislike the antics of Petrillo, they stick together when it comes to legislation.

It's going to take plenty of support to get the Lea Bill through this session. There's plenty around if it's properly mobilized and becomes articulate. The FCC certainly doesn't relish having Mr. Petrillo stop FM development dead in its tracks through his double-standby edict. The public has indicated its attitude.

The facts more than justify the Lea Bill. Remember the Number—HR 4737. Tell the story in the right places. AFM and its contemporaries already are unselling it.

Our Respects To -

HARRY RAYMOND SPENCE

HARRY RAYMOND SPENCE, owner of KXRO Aberdeen, Wash., came to radio via the automobile business.

He was working as an automobile mechanic and salesman for an agency in Tacoma in the mid-1920's, when Mr. and Mrs. Carl E. Haymond, owners of KMO Tacoma, invited him and his wife to attend a late-evening broadcast featuring Arnold Leverenz at the console of the pipe organ in the Pantages Theater.

The automobile mechanic-salesman saw the show, the studios, and the transmitter, and that settled it. In the spring of 1926 he went to work for KMO as a salesman, picking up from the station's owner a fast but liberal education in the art of radio broadcasting.

The education included the information that radio time could be sold in units less than one hour. For this knowledge he is indebted to Roy Hunt, then owner of KXL Portland, Ore. On a visit to Portland, he and his employer found Mr. Hunt working on a revolutionary idea: He was selling not only hours but also half-hours, quarter-hours, participating programs, and even spot announcements. It was daring, but it was paying off.

Two years after he went to work for KMO, Mr. Spence learned that KXRO was silent, acquired by the real estate firm of Jones and Jones in lieu of unpaid rent. He decided to buy—or at least to try to buy, because he faced a problem in finding something to use as money. To help him put up a front, he went back to his employer in the automobile business and borrowed his private car for the interview with Jones and Jones.

Mr. Spence parked his borrowed car with a flourish in front of the firm's offices and went in to talk with the manager, Rogan Jones. He found Mr. Jones nourishing no high regard for radio and quite happy to find someone to take the station off his hands. Together they worked out a deal giving him a 90-day option on 49% of the stock.

A combination of hard work, long hours, good luck, and an intense desire to make good paid off, and by the spring of 1929 Rogan Jones was convinced that radio could make money.

He was so well convinced that early in 1929 he urged Mr. Spence to look over the property of KVOS Bellingham, Wash., then in the hands of a receiver. They bought KVOS, following up with the purchase of KPQ Seattle, which they moved to Wenatchee, Wash., and of KPCB (now KIRO) Seattle. They also

(*Continued on page 52*)

First in Peace

KGW is proud to present its distinguished announcer, Phil Irwin . . . winner of the 1945 H. P. Davis Memorial Announcers' Award.

KGW

PORTLAND, OREGON

MR. MONEY BAGS!

Surprised to hear that an *average* Iowa farmer might well be *your financial equal?* 'Way back in 1943 the *average* Iowa farm income was $7,672. Last year it was estimated to have been at least 20% more, thus exceeding $8,000. This year and next, with the call for all-out food production, the figures are anybody's guess.

He's spending plenty *now* for what's available . . . but when he really starts spending for the newer and better things of the near future, he's going to be an important fraction of as rich a market as you'd care to see. What he wants he'll buy!

And even though his new radio set, when he's able to get it, will bring in Australia . . . what will be Farmer Bill's favorite station? Still KMA, we'll wager! A true farm station with top rating in the No. 1 Farm Market, KMA gives our Iowa farmers what they *want* in entertainment and what they *need* in news and information . . . all announced by men who speak Iowa American and know as much about Iowa farming and Iowa home-life as the listeners to whom they talk. Result: *KMA gets more than twice as much listener-mail as any other radio-sender in this area.* Doesn't that indicate at least twice as much listener-influence?

Let us tell you the rest of the story. Or for full information (and availabilities) ask Free & Peters.

KMA

AMERICAN BROADCASTING CO.

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC.
Exclusive National Representatives

Respects

(*Continued from page 50*)

started U. S. Broadcasting Co. in Hollywood; this was a transcription company featuring Tom Brenneman in a Negro dialect show called *Tom and Wash*, but the transcription idea was too early and the company failed.

From 1929 to 1931, Mr. Spence's organization maintained headquarters in Seattle. When the Hollywood venture failed, Mr. Jones returned to Seattle and they separated the various corporations. They sold KPCB, and after the exchange of stock Mr. Spence owned KXRO and Mr. Jones owned KVOS and KPQ.

Now in his third term as National Association of Broadcasters' director for the 17th District, Mr. Spence was first elected to the Board at the Atlantic City convention as director-at-large for small stations. He was not attending the convention and his election was engineered by friends without his knowledge. He was re-elected at the San Francisco convention and then followed C. W. (Chuck) Meyers as director for the 17th District. He has been re-elected to this post twice.

Mr. Spence looks back on the 1920's as "the good old days." KXRO then was licensed for 50 watts and had to share time with a 50-watt station at Everett, Wash. He wrote several letters to the Everett station, got no reply, and then turned to the Federal Radio Commission, asking that both stations be allowed to operate full-time. By return mail the Commission sent back an informal letter telling him to go ahead. Later, when production of the 50-watt tubes KXRO was using was discontinued by the manufacturer and the only substitute was a 75-watt tube, Mr. Spence outlined his situation in an informal letter to the Commission and back again came an informal reply—saying go ahead on increased power.

Born at Bellingham on Dec. 21, 1900, Mr. Spence graduated from high school and spent a year in pre-medical training.

He is married and has two children, a son, 10 years old, and a daughter, 7.

His hobbies are horses, riding, and driving, and he has found time for much civic work. In addition to the presidency of the Washington State Association of Broadcasters (1941-45), his offices have included presidency of Aberdeen Rotary Club, 1936-37; presidency of Aberdeen Community Chest, 1939-40; vice-presidency of Aberdeen School Board, 1942-47; vice-presidency of Aberdeen Chamber of Commerce, 1945-46, and chairmanship of the War Price and Rationing Board, 1942-45.

Recognition

CHOPIN would be glad to know that his music, if played by a band that "gives it something", is still able to win friends and influence fan mail. WMAL Washington reports receipt of the following letter, addressed to "Mr. Frederick Chopin, % WMAL":

Dear Fred,

I heard your selection called "Pollonaise" played on a WMAL program. It was swell, much better than a lot of other versions I've heard. It seemed to have a lot more to it and the orchestra leader sure gave it something that sounded more like the kind of music I thought a guy like you would write. Maybe you don't get enough fan mail to keep the program going so I'm writing this in hopes "Prelude" won't go down the skids.

Yours truly.

Pfenniger Elected

C. H. PFENNIGER, former sales manager of E. H. Scott Radio Labs. Inc., Chicago has been elected vice-president in charge of sales of Muzak Corp., Harry E. Houghton, chairman of the board, announced last week. Mr. Pfenniger has been with Muzak since he was discharged from the Marine Corps in 1944.

Something you learn from experience on

WNAB

BASIC-AMERICAN IN
BRIDGEPORT, CONN.

Concentrated Audience in the Nation's 59th Market

It's as simple as A-B-C. When you add the basic elements of *sound local programming* to a basic-network schedule in America's 59th largest metropolitan market with its almost $100,000,000 in annual retail sales, the result is *results.*

AVAILABLE IN COMBINATION WITH WATR, WATERBURY
REPRESENTED BY RAMBEAU

The Farmer in the dell

The Stockman on the ranch

They LISTEN TO

Victor Schoffelmayer

He's been a living legendary figure in the world of agriculture and its related fields in the Southwest since 1918. As Agricultural Editor of the Dallas Morning News and of WFAA his activities and fields of study and research have ranged from coast to coast and in Europe and Asia. His knowledge is fresh, firsthand and dependable. And he's always bringing something new to his listeners. That's why his authoritative agricultural programs and others are "musts" in the listening line-up of farmers and ranchers (laymen, too) in our vast coverage area.

☆

Pine paper mills! Sweet potato dehydration plants! Castor bean oil mills! Tung orchards! Soy beans and synthetic rubber industries! Schoffelmayer, Promoter of New Industries, played a leading Texas role in developing them all! An authority in chemurgy, he was one of the first men in America to advocate use of farm wastes as raw materials in manufacturing.

Among the many Schoeffelmayer honors and affiliations: Chairman o the Texas Chemurgic Council; membe of the Board of Governors of the Na tional Farm Chemurgic Council; Fel low of the Texas Academy of Science President of the Texas Geographic So ciety; Vice-President of the America Association for the Advancement o Science; member of the Board of Trus tees of Texas A. & M. Research Foun dation.

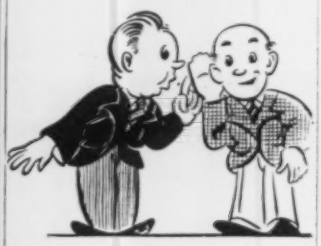
WFAA Dallas

Martin Campbell, General Manager *Ralph Nimmons and Ray Collins, Asst. Mgrs.*

NBC and TEXAS QUALITY NETWORK AFFILIATES

820 KC... 50,000 WATTS **A NATIONALLY CLEARED CHANNEL STATIO**

Owned and Operated by The Dallas Morning News



An Advertiser Speaks!

"We want to express our thanks to you for the swell returns you are producing for us. Your help is greatly appreciated."

•

It's our specialized appeal to one of America's Greatest Direct Response Audiences that pleases our advertisers.

•

Ask a Blair Man

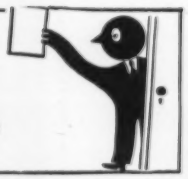
Columbia Network

5,000 WATTS

WMMN

FAIRMONT, W. VA.

COMMERCIAL



KEITH BALDWIN has been named national sales manager of WFAA-WBAP Dallas-Fort Worth, and KGKO Fort Worth. He was formerly with WGAR Cleveland and WKRC Cincinnati.

WILLIAM ZIETZKE of the sales staff of KGVO Missoula, Mont., is ill with influenza.

JACK L. SAYERS, formerly on sales staff of CJCA Edmonton, and commercial manager of CJOC Lethbridge, has been appointed commercial manager of CKCK Regina.

Mr. Sayers

PATRICK J. GILMORE, formerly with WBEN Buffalo, WITH Baltimore and Ellis Adv., is now representing WFMD Frederick, Md., in national market. He currently is in New York.

BETTY NEWHAUS is new addition to sales staff of WGN Chicago.

WILLIAM M. WILSON, in the Navy three years, has returned to William G. Rambeau Co., in charge of New York office.

HARRY M. SAGE, recently discharged from Royal Canadian Corps of Signals, has joined the sales staff of Montreal office of National Broadcast Sales, station representative.

JOHN P. McPHAUL, released from the Army, joins New York office of Burn-Smith Co., radio representative, as junior salesman. Prior to entering armed services he was with personnel division of NBC.

DOROTHY JONSSON has been named traffic manager of KROW Oakland, Cal., replacing PHYLLIS BOARMAN, resigned.

CPL. MARION E. DIXON, former sales staff member of KGVO Missoula, Mont., now with AAF at Laredo, Tex., is father of a girl.

CLARK-WANDLESS Co., newly formed station representative in New York, represents WNEL San Juan, P. R., and not stations as incorrectly listed in November 19 issue of BROADCASTING. These other stations are part of those represented by Thomas F. Clark Inc., New York. THOMAS F. CLARK is interested in both firms.

JOHN J. KAROL, CBS network sales manager, Nov. 19 addressed the advertising and selling class of the Advertising Club of New York on the place of radio in advertising, replacing PAUL HOLLISTER, CBS vice-president in charge of advertising, who was confined to his home with a heavy cold.

FRANK B. HEIB, salesman of Katz Agency, Chicago station representative, resigns Nov. 26 to join Hearst Publications, Chicago.

A CATALOG of information on commercial programs broadcast on American has been compiled by network's publicity department and sent to interested publications. File will be revised every three months and additions and corrections will be sent to editors to supplement original file, called ABC Program Information Catalog.

THREE new five-minute musical programs started on WLIB New York last week. Programs, broadcast daily, are "Calling Dan Cupid", "Memory Notes" and "Along the Campus".

ELECTED queen of Hardin-Simmons U., Abilene, Tex., by fellow students, Frances Evans also is traffic manager of KRBC Abilene. She joined station early this year as music librarian and parttime announcer. Miss Evans attends Hardin-Simmons mornings.

Philco Plans to Produce 4,000,000 Sets in 1946

PHILCO CORP. plans to manufacture 4,000,000 radio receivers in 1946, all of which will include FM and shortwave as well as AM, nearly twice as many as its production in the last peacetime year and an output never approached by any other company in the history of the radio industry, it was announced Monday by John Ballantyne, president of Philco Corp., at a preview of the new 1946 line of Philco products in New York.

Philco expects to have some models delivered to stores for consumer consumption by Christmas. Full production on radio and television sets will start after Jan. 1. OPA prices have not been set on either radio or television sets. Company officials hope to receive the OPA prices on sets within two weeks.

CURRENT issue of American Magazine contains a feature article on Fred Allen by Beverly Smith, entitled "Want a Job at a Million a Year?" Article describes background of Allen and tells how he spends 12 to 14 hours daily writing his own scripts for his Sunday broadcasts on NBC for Standard Brands. Allen, according to story, "is a radio recidivist" who prefers to bask on a beach, but remains in radio.

Meet

ROLLIE JOHNSON

WTCN'S TOP-NOTCH SPORTS CASTER . . .

When the Gopher gridders roared or purred . . . when the Miller ball club won or lost . . . Rollie was there. Football, baseball, tennis, hockey, hunting, fishing, (yes, even ping-pong and squash) are all his meat. And he's solid with the fans. He's tops when it comes to reports from the world of sports!

•

The Great Minnesota (and Wisconsin) audience demands, deserves and GETS the best in radio!

WTCN

MINNEAPOLIS • ST. PAUL, MINNESOTA

AMERICAN BROADCASTING CO.

FREE AND PETERS *National Representatives*

55.4%

of all Iowa radio families

"LISTEN MOST" to

WHO

10.7% to Station B!

•

50,000 Watts Des Moines

FREE & PETERS, Inc.

Representatives

HI YO, SILVER!

If Success is measured by popularity—The Lone Ranger has succeeded, for OVER TEN MILLION PEOPLE LISTEN three times every week to this thrilling program.

If Success is measured by words—The Lone Ranger has succeeded, since OVER EIGHT MILLION WORDS HAVE BEEN WRITTEN about this champion of the Old West.

If Success is measured by a "run"—The Lone Ranger has succeeded, since EACH BROADCAST SETS A NEW WORLD RECORD for half-hour dramatic shows.

If Success is measured by popularity—The Lone Ranger has succeeded, for multitudes of Lone Ranger Clubs represented by millions of boys and girls are active today.

The Lone Ranger is more than success. HE HAS BECOME A LEGEND. His famous cry "Hi Yo, Silver" signaled British attacks in Libya and Commando Raids in France. In the air, radio monitors were often surprised to catch the famous cry from attacking Allied planes.

In war and in peace, the popularity of The Lone Ranger has increased and soon will be heard again in England, South America, Australia and Alaska in addition to Canada, Hawaii and New Zealand.

By every test The Lone Ranger has succeeded and on November 30, 1945, when the program celebrates its 2000th CONSECUTIVE BROADCAST, the ears of America will be listening and the eyes of industry will be on "THE LONE RANGER" who has stood the test of time and continues to prove that "nothing succeeds like success."

WRITTEN AND PRODUCED BY THE

King-Trendle Broadcasting Corp.

1700 STROH BUILDING—DETROIT 26, MICH.

WIND
CHICAGO
5000 WATTS 560 KC

Tops on the Dial

THE ONLY CHICAGO STATION WITH 24 HOUR NEWS SERVICE UP—PA—INS

EXCLUSIVE
CHICAGO BEARS FOOTBALL

EXCLUSIVE
BLACK HAWKS HOCKEY

EXCLUSIVE
24 HOURS NEWS SERVICE

EXCLUSIVE
CHICAGO CUBS BASEBALL FOR 1945

National Representative
John E. Pearson Co.
250 PARK AVE., NEW YORK

AGENCIES

KLITTEN & THOMAS, Los Angeles, is new agency located at 756 S. Broadway and founded by **MARTIN R. KLITTEN**, former vice-president of the Shaw Co., Los Angeles, and **KEITH N. THOMAS**, for 12 years operator of his own commercial art studio. **PAUL PEQUIGNOT**, formerly with War Manpower Commission, is director of research.

S. E. (Bud) VEHON has returned to Bass-Luckoff, Detroit, as agency partner following release from Air Transport Command. For ten years he had been general manager of firm.

WOOKEY & ROMAN Inc., new Hollywood agency, has established headquarters at 6636 Hollywood Blvd. Telephone is Hollywood 8217. **HOWARD W. WOOKEY** and **J. DAYNER ROMAN** are co-owners. **WILLIAM H. HOVEY**, formerly associated with Rustling Wood, New York, is agency sales director.

GREGORY DICKSON, former New York director of public relations for Foote, Cone & Belding, has shifted to agency's Hollywood office to head newly established West Coast publicity department.

KARL W. THOMPSON, released from AAF as lieutenant-colonel, has joined Gerth-Pacific Adv., Los Angeles, as account executive.

ROBERT W. HAYES, thrice decorated as a co-pilot in the Black Cats, Navy night patrol squadron in the South Pacific, has joined Omsted & Foley, Minneapolis, as assistant production manager.

JACK L. FISHER Jr., after four and one-half years in AAF, following release as captain, returns as account executive with M. M. Fisher Assoc., New York.

ROBERT HAYDON JONES has been elected to partnership in Alley & Richards Co., New York. He was account executive for five years with BBDO and is also former advertising director of John Wannamaker. He will headquarter in Boston.

FAREWELL & WELCOME party participants at Young & Rubicam, Hollywood, include (l to r): Glenhall Taylor, Y & R Hollywood radio director; Mildred Heredeen, personnel director; William Blees, who resigned as agency vice-president to become vice-president of Consolidated-Vultee Aircraft Corp., San Diego; and Elliot E. Potter, new supervisor of advertising service on agency West Coast accounts.

WINTHROP HOYT has returned to Charles W. Hoyt Co., New York, in new post of chairman of the board. He shares executive duties with **EVERETTE W. HOYT**, president. Hoyt has been released as major from AAF after three and a half years service.

CHARLES O. SLOANE Jr., who has served with the armed services for three years and prior to that with H. M. Kiesewetter Adv. Agency, has joined the account executive staff of Alley & Richards Co., New York.

RICHARD V. LaBARRE, formerly of the editorial department of Eastern Aircraft, is now with copy staff of Hazard Adv. Co., New York.

CHARLES DRIER Jr. and **JOHN HAMM**, released from the Army, have rejoined Campbell-Ewald Co., New York.

OAKLEY BIDEWELL has been named by Benton & Bowles, New York, to work on General Foods accounts. Since 1940 he has been in the Army, terminating service as lieutenant colonel in 27th Infantry Division. He is former advertising manager of Serutan Co., Jersey City.

GILDA MOLINA, for four years with the Office of Censorship in New York, has joined the foreign media department of McCann-Erickson, New York.

GILBERT E. BUSCH, former staff correspondent and financial writer for UP who recently was released from the Marine Corps, joins Albert Frank-Guenther Law, Philadelphia, as an associate on the publicity staff.

JOHN R. ARMSTRONG has returned to Russell T. Gray Inc., Chicago, as vice-president after serving as a captain in the Army Coast Artillery Corps. He resumes specialized work in the industrial field.

AMEDEE COLE, released from the Navy, has rejoined Geyer, Cornell & Newell, New York, as vice-president and group copy chief.

FOLLOWING additions have been made to staff of N. W. Ayer & Son, New York: **SEYMOUR MORRIS**, former account executive with Ted Bates Inc.; **COL. FRANK R. SCHELL**, formerly executive officer at Camp Upton, N. Y., and **COL. TALLEY D. JOINER**, former deputy director, Office of Dependency Benefits, War Dept.

MIHIC & SMALLEN, New York, new agency, has been established at 25 W. 43d St. by **HUBERT L. MIHIC** and **PAUL SMALLEN**.

THOMAS C. BUTCHER has resigned as assistant advertising manager of Colgate-Palmolive-Peet Co. to join Doherty, Clifford & Shenfield, New York, as account executive and member of plans board.

MAL McCARDY, formerly with N. W. Ayer & Son and Roy S. Durstine Inc., has joined Quick & McElroy, New York, in an executive capacity.

EDGAR L. WEIBRECHT, released from Navy as lieutenant and formerly with Firestone Tire & Rubber Co., is now with Cleveland office of BBDO on B. F. Goodrich account.

A good hunter doesn't waste shells on the "Fringe Birds"... he places his shots where they're Bunched

A time-buyer doesn't waste his "sales shots" either. That's why so many are buying KFDA, an American affiliate, in the AMARILLO, TEXAS MARKET. The station that reaches the POPULOUS PART of this aggressive market—EFFICIENTLY AND ECONOMICALLY.

"in Louisville IT'S WINN OR YOU LOSE"

BASIC STATION
AMERICAN
BROADCASTING COMPANY
HARRY McTIGUE
General Manager

DOZENS!
DOZENS!

HUNDREDS! THOUSANDS!

HEY,- STOP IT CATHERINE DANIELS

. . . . . were're swamped

Yes, Catherine, we're certainly swamped. For the past two weeks you have offered to send your listeners a free copy of your new booklet containing your own very special suggestions for the Thanksgiving and Christmas secsons. Now, Catherine, we know your new booklet is your "pride and joy" and all those suggested menus and your recipes for those wonderful foods are sure to make you legions of new friends. And too, we know your listeners will welcome those helpful household hints and the section on special games to play throughout the holiday season, but good gosh, Catherine, look what you've done to us.

The mail brought the cards and letters requesting the free gift booklet by the dozens the first few days. Then we counted them by the hundreds. Now we're counting in thousands and we just can't handle any more requests.

Congratulations, Catherine. It's ample proof of your wonderful popularity with your audience of Hoosier women who listen to you every day, but please, Catherine, warn us of how many thousands of booklets we'll need before you make your next offer to your listeners. (Note to Catherine Daniels listeners:— We'll start mailing out the booklets in the next day or so!

If you haven't heard her . . . hear her

"AT HOME WITH CATHERINE DANIELS"

If, by chance, you haven't already become a Catherine Daniels fan, be sure to hear this fine new program as produced and presented by one of America's best-known home economists.

MONDAY thru FRIDAY **1:30 P. M.** MONDAY thru FRIDAY

WISH

1310 On EVERY Dial

Reproduced from The Indianapolis News of November 9th

The advertisement reproduced here appeared in The Indianapolis News of November 9th. It tells the whole story. Catherine Daniels of WISH made an offer on her "At Home With Catherine Daniels" program daily for ten days in which she offered a booklet containing recipes, menus, household hints, etc. How the mail did roll in!

We were forced to stop the offer at the four-thousand count but still requests pour in. Do you want to SELL merchandise to women in Indiana? If so, Catherine Daniels is the answer to your problem.

WISH

The Station That's Gone Places

INDIANAPOLIS

REPRESENTED NATIONALLY BY FREE & PETERS

THE RETURN OF A NATURAL

Back on KFI for its third consecutive season is the "Young Artists' Competition." And in case it has slipped your mind, this program won last year's Peabody Award among radio's best features for youth. The "Young Artists' Competition" again presents outstanding instrumentalists on twenty-six weekly broadcasts (Mondays 9:30 to 10:00 p.m.) in competition for a professional appearance in Hollywood Bowl next season with Leopold Stokowski. As an added feature, noted musical personages are serving as guest conductors. On the distinguished panel of judges to name the 1945-46 winning artist, are: Julian Brodetsky, conductor and concert violinist; Mario Castelnuovo Tedesco, composer; Dr. Louis Woodson Curtis, Director of Music, Los Angeles Public Schools; Emanuel Bay, concert pianist and accompanist for Jascha Heifetz; and Eudice Shapiro, concert violinist. The program is a Public Service presentation jointly sponsored by this station and the Hollywood Bowl Association.

THEY LOVE US IN EL PASO

When KFI's Program Director, Don McNamara, returned from a jaunt around the country, he brought back evidence of our popularity eight hundred and some miles away in El Paso. That fair city's Herald-Post lists KFI in the radio log. No other Los Angeles station can make that statement!

CLEAR CHANNEL
640 KILOCYCLES **KFI** 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

PRODUCTION

E. MAURICE BRASWELL has returned to announcing staff of WGTM Wilson, N. C., after three years service in the Army. He was Rumanian prisoner of war, holds Purple Heart, Air Medal with three Oak Leaf Clusters, ETO ribbon with six battle stars.

GILSON GRAY returned today (Nov. 26) to CBS as director of editing department. **JAN SCHIMEK**, who served in that post during Gray's absence, resumes his former position as director of copyright department. He also becomes associated editor of editing department. Gray entered the Navy in June 1942 as lieutenant commander, assigned to Western Sea Frontier with headquarters in San Francisco. He participated in virtually all amphibious operations from Hollandia-Aitape through Okinawa and was released as commander.

Mr. Gray

HARRY SLICK, former conductor of Shea's Buffalo Theater orchestra and violinist of Buffalo Philharmonic Orchestra, has been named musical director of WBEN Buffalo.

BURT FARBER and his band join WSAI Cincinnati Nov. 26, Farber becoming musical director for station.

HANK MILLER, former program director of WPAT Paterson, visited station last week after nearly three years absence with overseas division of OWI.

FRANK SINATRA received a plaque presented by Dr. Everett R. Clinchy, president of the National Conference of Christians and Jews, on Colgate-Palmolive-Peet Co.'s "Colgate Sports Newsreel" program on NBC last Friday for his "unselfish devotion to the cause of tolerance in America". Inscription on plaque stated that Sinatra "has upheld the highest ideals of good sportsmanship". Presentation was made on behalf of **BILL STERN**, who was at Bloomington, Ind., to broadcast the Indiana-Purdue football game on Saturday.

LT. HOWARD M. PAUL, former continuity and publicity writer for WTMJ Milwaukee, is now on terminal leave in Chicago pending discharge from the Navy after nearly four years service. For two and a half years he was public relations officer at Navy Pier, Chicago, and later participated in Philippine and Okinawa campaigns and the occupation of Japan.

JAMES L. RENICK, former head of the continuity department of WHKC Columbus, O., has been appointed to relations bureau of Scholastic Sports Institute, New York.

MARGARET CUTHBERT, NBC director of women's and children's programs, has edited a book of radio scripts for young people, designed to acquaint those interested in radio with popular radio writing. Book, "Adventure in Radio" (Howell, Soskin, Publishers Inc., New York, $2.50), includes scripts by Edna St. Vincent Millay, Arch Oboler, Stephen Vincent Benet, Ellery Queen, and others. Included are scripts for home practice and acting and basic elements of radio technique.

DON BARBER, after three years in the armed services, has returned to announcing staff of WGST Atlanta.

MARGARET THOMAS, director of WTIC Hartford "Radio Bazaar", is member of committee of eight selected to deal with problems of discharged servicewomen.

PHIL BROOK, formerly with WTAG Worcester and WGY Schenectady, is now program director of WAAB Worcester.

JAMES P. BEGLEY, program director of KYW Philadelphia, is convalescing in Pennsylvania Hospital following a major operation. Nine of his associates and friends, including **PAT STANTON**, general manager of WDAS Philadelphia, contributed to required blood bank in advance. Mr. Begley has been in radio for 20 years.

FRED KELLER, released from the Army this month, has returned to announcing staff of WBEN Buffalo. He served for three years in Army military intelligence as captain, saw action in ETO.

EDWIN SCHLOSS, music and drama editor of the Philadelphia Record, is to conduct a Sunday show on WIP Philadelphia. Program will preview music to be presented at city's various concert events and is titled "This Week's Music".

T/5 JOHN PAUL WEBER returns to the announcing staff of WIP Philadelphia on December 7. He was first member of station's staff to enter service 58 months ago.

NORMAN MILTON TRACTENBERG has joined WDAS Philadelphia to conduct movie review and Hollywood gossip program.

BOYD LAWLER succeeds **SIDNEY PAUL** as production manager of WIP Philadelphia.

JEFF RADLEY and **MICHAEL GRANT** have resigned from the announcing staff of WPEN Philadelphia.

GENE AMOLE, former announcer of KMYR Denver, has returned to the station after three years service in the Army. He was attached to Third Army, saw action in ETO.

VERNON HALL, released from RCAF after four years service, is new member of announcing staff of CKSF Cornwall. **HOWARD BAILEY**, released from Canadian Army after five years overseas, also is new CKSF announcer.

J. D. (Duke) BOWMAN has been added to announcing staff of WHB Kansas City. He has just completed five years service with the Army, assigned to AFN.

LAWRENCE G. KRAMP, announcer-writer, has rejoined WCBS Springfield, Ill., following release from the Army as captain. He was personnel officer for overseas engineering unit for two years.

JOHN W. MIDGLEY returns to WCBS program department after 38 months overseas with 41st Infantry Division.

AL ARMER, Hollywood orchestra manager on NBC "Bob Hope Show", is father of a girl born Nov. 14.

ROBERT RYF, writer of KNX Hollywood, is father of a boy born Nov. 11.

PAUL ALEXANDER, back from three years in the Pacific, has joined KSL Salt Lake City as announcer. Before the war he was at KUTA Salt Lake City.

BILL McCLINTOCK, sound effects operator of CBL Toronto, has joined American Broadcasting Co., New York.

JOE AGNELLO, Hollywood radio actor released from Army, has joined production staff of American daily series, "What's Doin', Ladies?".

BETTY JANE DAYMUDE and **HELEN TAINI** have been added to the program and continuity departments of KROW Oakland, Cal.

PAUL REYNOLDS, in armed forces for three years, has returned to WDBJ Roanoke, Va., as studio director.

BEN HAWTHORNE, released from the Army and formerly with WTIC Hartford, Conn., has joined WTHT Hart-

(Continued on page 60)

this is
WDOD
20th YEAR

ACCORDING TO EVERY HOOPER the *outstanding* CHOICE OF CHATTANOOGA LISTENERS

the STATION IN Chattanooga
•
CBS
•
5,000 WATTS DAY AND NIGHT

PAUL H. RAYMER COMPANY
NATIONAL REPRESENTATIVES

Covering
Ohio's 3rd Market

At less cost with WFMJ—American Network

Ask HEADLEY-REED
WFMJ
YOUNGSTOWN, OHIO

Direct Result of a Radio Program

YESTERDAY this woman listened to the radio. Out of the air came drama, and humor, and music. And then, at a moment when entertainment of the highest calibre had lessened any possible sales resistance, she heard a message from the sponsor of the program. Yesterday a radio program did a job. Yesterday a sale was born. Today that sale has become a reality.

That is the way radio works. That is the way it has been working for more than twenty-five years. And that is the way WTIC has become such a dominant sales medium in the wealthy Southern New England market.

If you sell a food product—or any product, for that matter, in Southern New England, remember that this territory has a per capita spendable income more than 60% higher than the average for the entire United States. Remember too, that for quick and lasting acceptance of that product the friendly and familiar voice of WTIC is this region's most influential medium.

WTIC

50,000 WATTS

DIRECT ROUTE TO SALES IN

Southern New England

The Travelers Broadcasting Service Corporation

Affiliated with NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

NOTICE

You cannot cover the tremendous New York market without using WBNX, because . . .

WBNX reaches

2,450,000 Jewish speaking persons

1,523,000 Italian speaking persons

1,235,000 German speaking persons

660,000 Polish speaking persons

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

PRODUCTION

(Continued from page 58)

ford to conduct early morning "Breakfast with Ben" program. In November 12 issue of BROADCASTING he incorrectly was reported to have returned to WTIC.

RICHARD H. WANGERIN, released from service as AAF bombardier, is new announcer with WGL Ft. Wayne, Ind. He formerly had been with KFUO St. Louis.

MILLARD H. KLUNK, for several years director of the Hanover, Pa., studios of WFMD Frederick, Md., has been named program director of the station and assistant to **WILLIAM E. HARDY,** station manager.

MONTE A. KLEBAN, released from the Army as captain, has been appointed production director of WOAI San Antonio. **JACK RANG** has returned to WOAI announcing staff.

JIMMIE COSTELLO, Irish comedian recently returned from an overseas USO tour, is m.c. on "Let's Have Fun", new program sponsored on WGN Chicago in Monday through Friday 11:45-12 noon period by Goldblatt Dept. Store.

FOSTER MAY, former freelance commentator-producer, has been named m.c. on daily "Walkie-Talkie" program on American Pacific stations, replacing **BOB LATTING.** Series is now originating in cities up and down Pacific Coast.

ROLAND GIBBS, with release from Canadian Air Service, has joined KWKW Pasadena, Cal., as relief announcer.

POOT PRAY has been added to writing staff of NBC "People Are Funny".

JOHN HEISTAND has been signed as announcer on NBC "Kay Kyser College of Musical Knowledge".

ED CASHMAN, Hollywood freelance producer, has been signed as producer on CBS "Andrews Sisters Show" with Nov. 28 broadcast when series shifts from New York to Hollywood. Nash-Kelvinator Corp. is sponsor.

ALLIED ARTS

E. D. VanTUBERGEN of the division of radio engineering and sales department of Federal Telephone & Radio Corp., Newark, has been appointed export sales manager to serve in a liaison capacity between the radio engineering and sales department of Federal and the export department of the International Standard Electric Corp., both affiliates of International Telephone & Telegraph Corp.

S. D. MAHAN has been appointed vice-president of the Crosley Corp., Cincinnati, and general sales manager of the manufacturing division. He will supervise all commercial activities, including export and domestic sales, advertising and service. Mr. Mahan is former general advertising manager of Westinghouse Electric Co. He joined Crosley in 1943 after two and a half years with Treasury Dept. as director of advertising and promotion for War Bond program and as associate national field director in charge of all Bond and stamp sales through retailers.

Mr. Mahan

JULIAN LOEBENSTEIN, for four years production manager of Radio Receptor Co., New York, has been appointed sales manager of the company's new selenium rectifier division.

SESAC, New York, is expanding its transcribed library of music by five majored endorsements received by company. Charles Michelson Inc., New York, has contracted for all subscription rights for stations in every country in the world outside of the U. S. and Canada. SESAC is represented in Canada by George V. Thompson, Toronto. Yankee Network in New England, the McClatchy Broadcasting Co. in California and Reno, and all stations comprising the Arrowhead Network, including WEBC WMFG WHLB WEAU WJMC, have subscribed to full library service.

STROMBERG-CARLSON Co., Rochester, has appointed Callander-Lane Co., Columbus, O., as area distributors for home radio and television receivers.

BOB EMERY, WOR New York television producer, was elected president of Television Producers Assn. at a meeting last week at the Hotel Pennsylvania, New York. Other new officers include: Vice-president, **WILLIAM WALLACE,** technician at DuMont Television station, WABD New York; secretary, **BOB ANTHONY,** WHN New York program director; treasurer, **C. N. VAN AUCKEN,** assistant outdoor director of Blow Co.

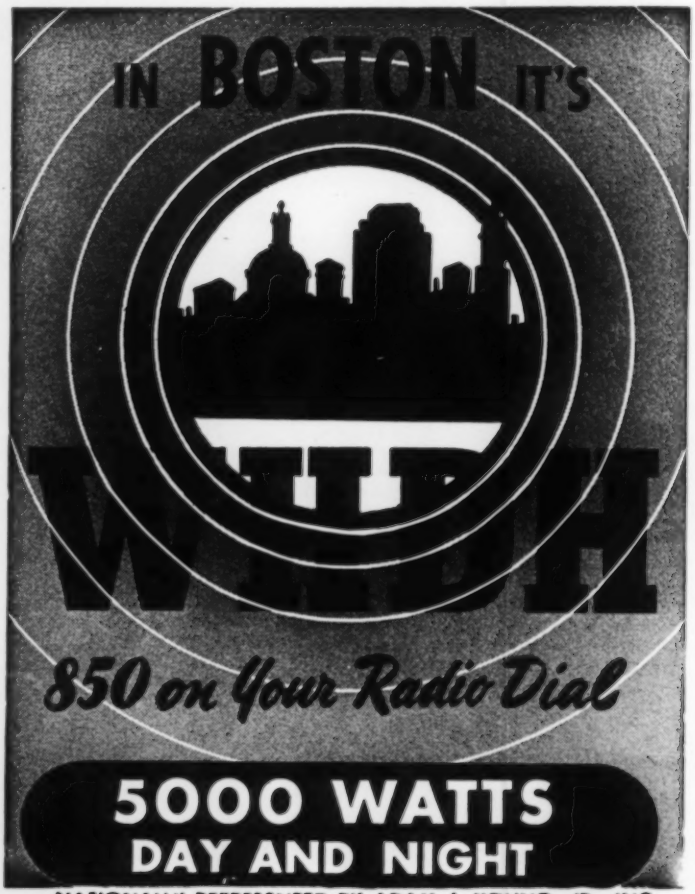
ODEN F. JESTER has been appointed general sales manager of the radio and phonograph division of Maguire Industries Inc., New York. He has been associated with the company since July.

STANLEY CUTLER, for four years assistant chief engineer of Air Associates Inc., has joined Hoffman Radio Corp., Los Angeles (radio set, equipment mfgr.) as radio project engineer.

PAUL FRANKLIN, Hollywood producer of CBS "Jack Kirkwood Show", has been elected president of Radio Directors Guild, Hollywood Chapter, for a two-year term. He succeeds **THOMAS FREEBAIRN-SMITH,** who served temporarily following resignation of **DON BERNARD. TRUE BOARDMAN** was named vice-president, with **BOB DWAN,** secretary, and **THOMAS FREEBAIRN-SMITH,** treasurer. Elected to executive committee were **GLENHALL TAYLOR, LEONARD REEG, EZRA McINTOSH, GILBERT THOMAS, PHIL COHAN,** representing executive branch, major networks, advertising agency division, independent stations and freelance group, respectively. Membership also unanimously ratified new constitution.

CLIFTON STEWART, producer-announcer of CJBC Toronto since 1940, has joined Rai Purdy Productions, Toronto.

STAFF members of WNEW New York are teaching students of radio at the American Negro Theater Bldg. in Harlem. Among those from the station who are conducting courses are Ted Cott, program director; Jack Grogan, production manager; Milton B. Kaye and George Foster, directors; Max Berton, continuity writer; and Jo Ranson, publicity and special events director.



NATIONALLY REPRESENTED BY ADAM J. YOUNG, JR., INC.

Vancouver's
CKWX
First
IN CANADA'S THIRD MARKET
1000 WATTS
GOING TO 5000
Mutual Network
REPRESENTED BY
WEED and Co.

NAB Clinic

(Continued from page 29)

a news service is in the field of local coverage.

"It cannot continue to be a tail being wagged as an adjunct to a newspaper. Radio must stand on its own two feet. Contact with local figures who make news is as important as covering spot news such as fires, robberies or traffic accidents," he declared.

Want Neighbor News

Mr. Gibson said his experience has proved that today more than ever, people want to know more about their neighbors.

"That doesn't mean their foreign neighbors, either, but the people who live in their home town and the town next to them," he said.

Attending the news clinic, held at the Abraham Lincoln Hotel, were: Charles Cook, WJPF; Oscar Hirsch,WKRO-KVRS; Fred Siebert, WILL; Shirl Evans, WDZ; Ted Fairburn, WJBC; Dick Faler, WTAD; Bob Redeeb, WOC; Ted Arnold, WHBF; Les Johnson, WHBF; Ray Hampton, WHBF; Nate Egner, WLDS; Ken Schrieber, WGIL; Jay Johnston, WTAX; Brooks Watson, WMBD; Phil Gibson, WMBD; Al Boyd, WLS; Morey Owens, WROK; Frank Mills, WDWS, Jim Strand, WDWS; Harold Dewing, WCBS.

Hosts of the clinic, initial conference of a series planned for each NAB district, were Harold Dewing, president, WCBS and Jay Johnston, general manager, WTAX.

Play's The Thing Inc.

BASIL LOUGHRANE, free-lance radio director, and 49 actors, have formed a company, The Play's The Thing Inc., to adapt the plays of Shakespeare to a day-time serial or night-time dramatic production in modern language and have wagered $7,250 of their own money that it can be done. Each member of the "49ers" has been allowed to buy two shares at $50 each. Officers of the company are Basil Loughrane, president; Ian Martin, vice-president, and Henry E. Codd, secretary-treasurer.

BOSTON'S EXCLUSIVE AMERICAN OUTLET

WCOP

A COWLES STATION
Represented nationally by the Katz Agency

Reunion(s)

LAVELLE WALTMAN and Edgar Parsons met for the first time eight years ago while program director and commercial manager respectively of KFAM St. Cloud, Mo. Parting thereafter, before the war, they assumed they would never again meet, but things proved different. In infantry basic training they met in Florida swamps for Army style Christmas dinner in 1943; a year later at Fort Benning, Ga., where "Here's Your Infantry" Seventh War Loan teams were being assembled (both were Army announcers); a few weeks ago on the street in Hollywood, when they discovered both had been assigned to same liaison team working out of Army Ground Forces Headquarters, Washington, and now, both awaiting release, working together on an Army project in Fort Worth. Waltman expects to return to WAVE Louisville as announcer.

IN MEMORY of Tom Mix who made a yearly visit to St. Louis Firemen's Benefit Pension Assn. and put on a show for the invalid children, the "Tom Mix" of Mutual's radio series, Curley Bradley, and entire troupe from the program have completed a similar tour this year and presented a show for the shut-ins.

KFMB Sells SAN DIEGO

Sell from the "inside out" on KFMB. 90% of the population of San Diego County (373,000) live within 15 miles of our antenna. You can reach this concentrated, exclusive marked quickly and properly on KFMB.

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO.

FCC Exempt in Senate Reorganization Version

REORGANIZATION of the executive branch of Government will not affect the FCC, if the Reorganization Bill (HR-4129) as passed last week by the Senate, holds up in conference. The Commission and 14 other agencies are exempt under the bill, which went to conference.

Administration forces won a partial victory when the Senate adopted an amendment by Sen. Byrd (D.-Va.) which provides that any reorganization plan submitted by the President to Congress shall become effective in 60 days unless the two Houses pass a concurrent resolution opposing the plan. The Senate-passed bill is a combination of S-1120 by Sen. McCarran (D.-Nev.) and HR-4129 by Rep. Manasco (D.-Ala.).

WIP Joins Movement

WIP Philadelphia has joined the movement to have Philadelphia chosen as United Nations capital. Station announcers invite citizens to write letters expressing approval of the plan. Letters were to be sent to London on first American Airlines Clipper leaving Philadelphia's S. E. Airport Nov. 23. They were entrusted to Dr. Robert Johnson, who was commissioned by the city to go to London to sell the idea to United Nations officials. Alexander Griffin, WIP commentator, was scheduled to be the only radio man going to London with the plane.

ED COLMANS, after two years Army service, has rejoined KFI Los Angeles as announcer. **LUTHER NEWBY**, former announcer of KFAC Los Angeles, has shifted to KFI.

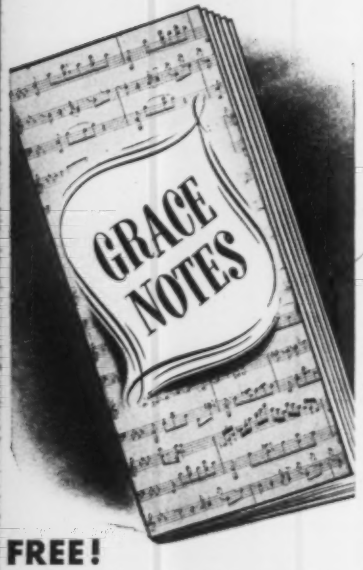
WE'RE GOOD AT FORGING SOLID LINKS!

When a station has well-nigh unbreakable ties with many *local advertisers*—that's the tip-off to the station's selling power!

For instance, the Fargo Foundry (of all things, to get results from radio!). Without a break in ten years, WDAY has broadcast Fargo Foundry's program, every week, the year around, to the Red River Valley.

But Fargo Foundry is only one of *eighteen* "locals" who have been with WDAY, steadily, from ten to twenty-three years! Give you any ideas?

WDAY, INC.
N. B. C.
FARGO, N. D.
970 KILOCYCLES . . . 5000 WATTS
FREE & PETERS, INC., NATIONAL REPRESENTATIVES

YOU ASKED FOR IT!

FREE!

32-page History of Musical Instruments

When this series of columns in Broadcasting began presenting the history of musical instruments, many program directors asked us to gather all of these sketches in a convenient form for easy reference.

"Grace Notes" is our answer—a 32-page illustrated booklet made up of the histories and interesting facts about 25 of the more common instruments.

If you can use any of this information, just clip the coupon at the bottom of the column. All the material has been checked and rechecked for accuracy, and may be used without permission or credit.

VERTICAL CUT RECORDINGS
are unexcelled for their faithful reproduction of all music. Capable of recording a wide range of frequencies, they are ideal for FM.

Electrical Research Products Division
OF
Western Electric Company
INCORPORATED
233 BROADWAY, NEW YORK 7, N. Y.

PLEASE SEND ME..... FREE COPIES OF "GRACE NOTES"

NAME.....

STATION..... TITLE.....

STREET.....

CITY..... ZONE..... STATE.....

SPONSORS

THE BAYER Co. and R. L. Watkins Co., divisions of Sterling Drug Inc., will announce 1946 advertising and merchandising plans, including continued heavy use of radio, at a series of sales meetings to be held in San Francisco Dec. 3-4, Chicago Dec. 17-18 and New York Dec. 20-21.

BULOVA WATCH Co., New York, starts sponsorship of time signals at pre-game, half-time and post game, for remaining New York Giants professional football games to be televised each Sunday on WNBT, NBC New York video station, from Polo Grounds. Company also sponsored time signals preceding Macy's Thanksgiving Day parade on Nov. 22 at 1 p.m. Agency is Blow Co., New York.

AMERICAN HOME FOODS Inc. has appointed N. W. Ayer & Son, New York, to handle account for complete line of anhydrous fruits and vegetables to be made and distributed by firm in 1946.

FRANK A. CONOLLY, merchandising manager of Oakite Products Inc., New York, told luncheon meeting of American Marketing Assn. at Hotel Sheraton, New York, November 15, that advertising unjustifiably gets the "black eye" when manufacturers spend large sums on advertising and then do not merchandise their product accordingly, thus failing to get results.

LEAM Publications Co., New York (Two to Six Magazine), has started two week test campaign through Friend-Sloane Adv., New York, effective Nov. 19 using spot announcements on KYW WCCO and participation shows three weekly on WTAM WOWO WGY WEAF WKBW WAAB WRNL WTMJ WBAL WHAS WICC WLLH KOMO WEAN.

HURLEY'S FOOD LOCKERS, Pasadena, Cal., Nov. 13 started twice-weekly announcement schedule on KWKW Pasadena, Cal. Kennedy Photos, and Western Employment Service, Pasadena, are using daily spot schedule, with Western Arts (Christmas greeting cards) sponsoring twice-daily announcements on KWKW. Contracts are for 13 weeks. Placements are through R. Emmett Atkinson Adv., Pasadena, Cal.

DOUGLAS AIRCRAFT Corp., Santa Monica, Cal. (employment), in addition to varied spot schedule has started using daily early morning ten-minute transcribed musical program, "Spotlight Stars", on KMPC Hollywood. Contract is for five weeks. Essig Co., Los Angeles, has account.

TRANS-CARIBBEAN AIRLINES Inc. has appointed Norman A. Mack & Co., New York, to handle its advertising. Radio will be used.

FRANK KENNA, president of Marlin Firearms Co., New Haven, was presented the Gold Medal Award of 1945 of the Advertising Club of New Haven on Nov. 20 for his Kenna Plan, which provides space for small business enterprises on a pay-the-rent-as-you-can basis, and aids servicemen to set up businesses for themselves.

ADDITIONAL accounts for quarter-hour "Reminiscin' With Singin' Sam" series transcribed by Dial Programs Inc., Dayton, O., include: Hamm Brewing Co., Minneapolis, effective December 3 for 52 weeks on KCMO Kansas City (five-weekly), WOW Omaha (three-weekly), KFYR Bismark, N. D. (four-weekly), KOA Denver (three-weekly), through Campbell-Mithun, Minneapolis; Cream Dove Peanut Butter, twice-weekly for 52 weeks effective December 4 on WNBF Binghamton, placed direct; Carolina Beverage Sales, placed direct for 52 weeks effective December 25 on WCSC Charleston, S. C.

PETER FOX BREWING Co., Chicago (Silver Fox Deluxe Beer), is sponsoring six-weekly evening "News Features" on WGST Atlanta. Diamond Jewelry Co. has purchased five weekly quarter-hour "Jems of Music" on WGST and Sunday half-hour transcribed "Hollywood Open House". Economy Auto Stores Inc. is now sponsoring five-weekly morning "Ridin.' the Range" hill-billy musical series on station.

GROSSINGER COUNTRY CLUB, Ferndale, N. Y., starts series of broadcasts giving up-to-the-minute ski reports and conditions on major snow centers in northeastern United States on WHN New York on Nov. 29. Weekly quarter-hour program will feature Frank Elkins, ski reporter for the New York Times. Agency is Blackstone Co., New York.

SEEMAN BROS. Inc., Philadelphia (Air-Wick), has signed for 12 ten-word announcements for 13 weeks on WIP Philadelphia, through William H. Weintraub Inc., Philadelphia.

INTERNATIONAL MILLING Co., Minneapolis, begins sponsorship Nov. 26 of a 13 week spot campaign with approximately eight to ten spots weekly on WOKO WTRY WGY. Agency is H. W. Kastor & Sons, Chicago.

FRANK HAAS, chief radio time buyer for two and a half years for Erwin, Wasey & Co., New York, has joined the Whitehall Pharmacal Co., New York, as assistant advertising manager. He will concentrate on buying time and space for such products as Anacin, Kolynos and Bisodol.

HIPPODROMO de TIA JUANA, Tia Juana, Mexico (horse racing), Nov. 13 started sponsoring schedule of six daily station breaks on KWKW Pasadena, Cal. Contract is for 13 weeks. Agency is Barnes-Chase Co., San Diego, Cal.

SUSAN'S Los Angeles (baby portrait photographers), Nov. 15 started sponsoring schedule of three announcements daily on KFAC Los Angeles for 13 weeks. Smith, Bull & McCreery Adv., Hollywood, has account.

BROWN & WILLIAMSON TOBACCO Co., Louisville (Raleigh cigarettes), on Dec. 4 resumes "The Skelton Scrapbook" on 143 NBC stations, Tuesday 10:30-11 p.m. (EST), Red Skelton, comedian recently released from Army service, will be starred. David Forrester has been named musical director of 32-piece orchestra, with remainder of cast to be selected. Keith McLeod resumes as producer. Writers include

(Continued on page 64)

RADIO DIRECTOR of Procter & Gamble Co., William M. Ramsey (l), talks things over with Cliff Arquette, star of "Glamour Manor" on American stations, during visit to Hollywood to observe West Coast originating P & G shows. He was program guest.

Serving

The Third Largest Market

in the

Fourth Richest State

•

WCOL

COLUMBUS

The Listening Habit of Central Ohio

•

Represented by

THE HEADLEY-REED CO.

You Reach the Sales-Rich Lehigh Valley on

WEST

EASTON, PA.
Phillipsburg, New Jersey

NBC • Mutual

TRIPLE CHECK

Recently we published the results of a post card survey which showed that 14.7% of all homes in the Metropolitan area—or approximately 445,000 homes —listen to WQXR *regularly*.

We checked this result with a house-to-house survey (60% non-telephone, 40% telephone homes) by the Pulse of New York, which showed that 14.6% or approximately the same number—listen frequently to WQXR.

In order to make certain this was not just a coincidence, we asked the Pulse to find what percentage of the people who listen to WQXR subscribe to our monthly program magazine, which now has a paid circulation of over 25,000. Pulse interviewers found more than 25 listener-homes for each subscriber-home, indicating an audience of approximately 500,000 homes *in the New York metropolitan area, alone.*

✓ **Once might have been chance**

✓ **Twice might have been coincidence**

✓ **But three times is conclusive evidence that**

Nearly a half-million homes are tuned regularly to WQXR

WQXR

WQXR AND FM STATION WQXQ
730 FIFTH AVENUE, NEW YORK 19, N.Y.

The Radio Stations of The New York Times

Sweet or Hot

WE'VE GOT IT— ON WJHP!

We've learned that Jaxons like music and plenty of it . . . sweet, hot, and played and sung by every master recorder in the business. That's why we don't depend on one or two artists to entertain for our listeners. We present Dinah Shore, Crosby and Sinatra, Cab Calloway and Fred Waring, the Ink Spots and Ella Fitzgerald. On WJHP, buy time and music on THE SKY COMMUTER'S CLUB, MUSIC WITH MACRI, OFF THE RECORD, LAZYBONES, CLUB 1320, AND SWING SHIFT . . . for tops in musical returns!

WJHP IS A MUTUAL STATION

1320

WJHP

A JOHN H. PERRY AFFILIATE

JACKSONVILLE, FLORIDA

SPONSORS

(Continued from page 62)

Johnny Murray, Henry Stapf, Benny Freedman, Rupert Pray and Edna Skelton. Return of series will shift NBC "Raleigh Room" featuring Hildegarde with Dec. 5 broadcast, to Wednesday, 8:30-9 p.m. (EST). Russel M. Seeds Co., Chicago, services tobacco account.

DOMINION OF CANADA, Department of Veterans Affairs, Ottawa (rehabilitation), has started twice daily six days weekly spot announcements on a number of Canadian stations. Agency is Stewart Lovick Ltd., Toronto.

A. WANDER Ltd., Toronto (Ovaltine), has renewed on a number of Canadian stations quarter hour newscasts six days weekly. Account placed by McKim Adv., Toronto.

AFFILIATED PRODUCTS Inc., Toronto (Anacin), has started 20 flash announcements weekly on a number of Canadian stations. Agency is Young & Rubicam, Toronto.

PERPETUAL battle between swing and the classics will be format of new RCA Victor program, "The RCA Victor Show" Sunday 4:30-5 p.m. on NBC, which replaces "The RCA Show with Tommy Dorsey" effective Dec. 2. Deems Taylor, composer and critic, and Leonard Feather, platter jockey and songwriter, will act as leaders of the opposing factions, while Kenneth Delmar will act as moderator. Raymond Paige and his orchestra and chorus are included. J. Walter Thompson Co., New York, is agency.

SIGNAL OIL Co., Los Angeles (petroleum products), Nov. 18 started sponsoring Sunday afternoon play-by-play sportscast of Pacific Coast professional football league games on KWKW Pasadena, Cal. Braven Dyer is narrator. Contract is for season. Firm also sponsors "The Whistler" on CBS Pacific stations and "What's New with Norman Nesbitt" on American Pacific stations. Agency is Barton A. Stebbins Adv., Los Angeles.

NORTHROP AIRCRAFT Inc., Hawthorne, Cal., continuing employment campaign, is using varied schedule on five Los Angeles area stations. Firm is sponsoring daily participation in "Sunrise Salute & Housewive's Protective League" on KHJ; "News on the Hour" on KMTR; daily participation in "Rise & Shine" on KHJ as well as similar schedule in "Three Men on a Mike" and "Make Believe Ballroom" on KFWB. Varied spot announcements schedule is used on KMPC KFAC. J. Walter Thompson Co., Los Angeles, has account.

DRUG TRADING Co., Toronto (chain stores), has started daily quarter-hour newscast on CFRB Toronto. Account placed by Don Bassett Productions, Toronto.

A. RAMSAY & SON, Montreal (paints), Nov. 17 started "La Veillee de Ramsay", Saturday 8:30-8:55 p.m. on CKAC Montreal and CHRC Quebec. Agency is McKim Adv., Montreal.

JOHN J. WELDRON has been appointed comptroller of Ruppert Brewery Co., New York.

BATTLE PHARMACEUTICALS Co., Toronto (Daisy Diaper Dip), has started "Parents Magazine of the Air" on CFRB CKRC CHNS and expects to expand in early 1946 to other stations across Canada. Account is handled by Harold F. Stanfield Ltd., Montreal.

THIS MONTH Magazine, New York, started spot announcements on Nov. 20 on WQXR WLIB WMCA New York and WAAT Newark. Agency is H. C. Morris & Co., New York.

IMPERIAL TOBACCO Co., Montreal (cigarettes), has started twice weekly quarter-hour transcribed musical programs on CKEY Toronto. Agency is Whitehall Broadcasting, Montreal.

McGILLIVRAY BROS., Toronto (Chen Yu cosmetics), has placed account with Baker Adv. Agency, Toronto.

W. H. COMSTOCK Co., Brockville, Ont. (proprietary), has started five times weekly newscast on CFRB Toronto. Agency is Jack Murray Ltd., Toronto.

NEW ACCOUNTS for "The Shadow", weekly half-hour program transcribed by Charles Michelson Inc., New York, includes: Climax Beverage Co., for 52 weeks on WLEE Richmond; Penn Furniture Co., Indiana, Pa., til forbid on WDAD Indiana; John Shillito Co., Cincinnati department store, til forbid on WCPO Cincinnati; Thomas Bros., til forbid on KTAR KYUM KVOA.

AMERICAN Stores Co., Philadelphia, has started 52-week sponsorship on WCAU Philadelphia of "Dividends for Homemakers", Monday through Friday 9:15-9:45 a.m. feature which presents music, news and food information. American Stores has been a WCAU advertiser for 17 years.

NUGGET PRODUCTS of Canada, Montreal (shoe polish), has started thrice-weekly quarter-hour musical quiz programs on a number of Canadian stations. Agency, McKim Adv., Montreal.

UNITED DISTILLERS, Vancouver (anti-freeze), has started daily spots on CKWX Vancouver. Agency, J. J. Gibbons Ltd., Vancouver.

CLASSIC PUBLICATIONS, Toronto, has started spot campaign on CKEY Toronto. Agency, Frontenac Broadcasting Agency, Toronto.

THREE VOICES of Firestone discuss musical scores for the "Voice of Firestone" program's 17th anniversary broadcast Dec. 3. Gladys Swarthout, mezzo-soprano star of the show, is seated between Frank K. Starbird (l), advertising consultant of the Firestone Tire & Rubber Co., and Harvey S. Firestone Jr., company president

NETWORK ACCOUNTS

New Business

NEWELL GUTRABT Co., San Francisco (Strykers granulated soap), Dec. 1 starts for 52 weeks "Meet the Missus" on 6 CBS Cal. stations Sat. 12-12:30 p.m. (PST). Agency: Garfield & Guild, San Francisco.

FRANK H. LEE Co., Danbury, Conn. (Lee Hats), Dec. 2 starts Drew Pearson on 166 American stations, Sun. 7-7:30 p.m. for 52 weeks. Agency: William H. Weintraub & Co., N. Y.

Net Renewals

WM. WRIGLEY Jr. Co., Toronto (chewing gum), Nov. 28 renew for one year "Treasure Trail" on 6 Ontario and Quebec stations, Wed. 8:30-9 p.m., and in French on two Quebec stations Wed. 8:30-8:55 p.m. Agency: Jack Murray Ltd., Toronto.

Net Change

RCA Victor Division, Camden, N. J., Dec. 2 replaces Tommy Dorsey with "The RCA Victor Show" on 135 NBC stations, Sun. 4:30-5 p.m. Agency: J. Walter Thompson Co., N. Y.

BORDEN Co., New York (Hemo), Dec. 8 switches "County Fair", Tues. 7:30-8 p.m. on 177 American stations to Sat. 1:30-2 p.m. on 147 CBS stations. Agency: Kenyon & Eckhardt, N. Y.

TEENTIMERS Inc., New York (junior dresses and cosmetics), Nov. 24 replaces "The Teentimers Show" on 45 NBC stations Sat. 10-10:30 a.m., with "The Teentimers Club" on 45 NBC stations, Sat. 11-11:30 a.m. Agency: Buchanan & Co., N. Y.

CITATION for public service in aiding Campfire Girls of America was presented to Isabel Manning Hewson, conductor of the Mutual "Land of the Lost" programs, on her Nov. 18 broadcast. Miss Hewson was presented award for her aid in Campfire Girls' drive to secure adult Campfire leaders and members.

COPY of the script of American's V-J Day special broadcast, "Make Way For Tomorrow", is among the archives of the New York Public Library.

$3,300 for Talent

APPROXIMATELY $3,300 talent costs per week has been budgeted for the new musical show *The Teentimers Club* which started Nov. 24, Saturdays, 11-11:30 a.m. on NBC sponsored by Teentimers Inc., New York, manufacturers of dresses and cosmetics for juniors. Sponsor changed its time and format from the 10 a.m. spot to one hour later. New program will star Ex-Sgt. Johnny Desmond as vocalist, and m.c. It will also offer top name bands such as Johnny Long's orchestra, which played for the premier. Others to follow will be Jimmy Dorsey, Woody Herman, Tony Pastor, etc. Jane Harvey, songstress, and a weekly comic skit complete the format. Program is to be produced and directed by Jack Wyatt Jr., of Buchanan and Co., New York, agency handling the account. Contract is for 39 weeks.

WFOY Honored

CERTIFICATE for public service has been awarded WFOY St. Augustine, Fla., by the American Legion Auxiliary. Award was made to J. Allen Brown, WFOY general manager, who joins NAB's department of broadcast advertising Dec. 1. Legion and Auxiliary officers participated in the ceremony.

"OPEN SESAME" TO OKLAHOMA'S PROSPEROUS MAGIC EMPIRE

KTUL CBS TULSA

John Esau, Gen. Mgr.

Represented Nationally by Free & Peters, Inc.

Why is this tube important for FM?

●●● *because....*

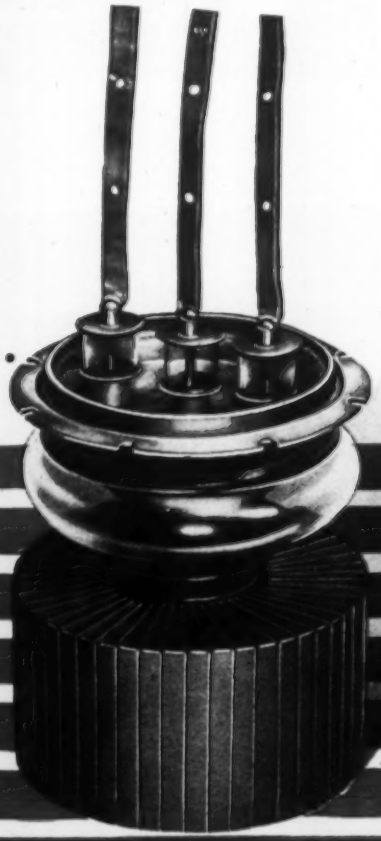
●●● *it's a new RCA tube*

●●● *a tube designed especially*

●●● *for* GROUNDED GRID *for the best* FM *operation*

●●● *a tube that makes adjustment as easy—and operation as stable—at 100 MC as at lower frequencies.*

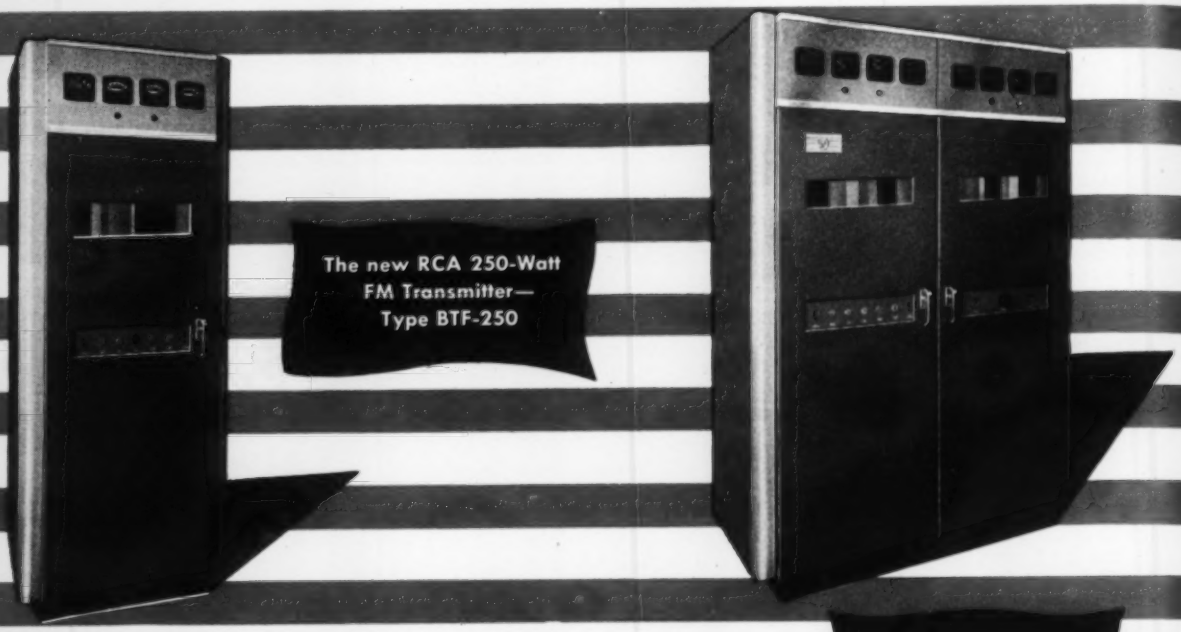
GRID SEAL



The RCA 7C24 is an entirely new type of tube especially suitable for use in the new RCA FM transmitters. Used in combination with Grounded-Grid circuits, which are a feature of these new transmitters, this tube makes possible 100 mc operation with stability, efficiency, and over-all performance equal to that previously obtained only at lower frequencies.

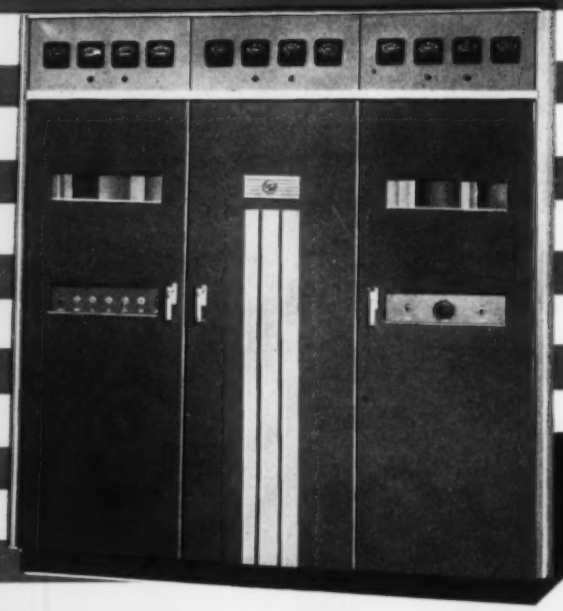
The 7C24 resembles in size and appearance the RCA 827-R, which was a popular and very successful feature of RCA prewar FM transmitters. In design and construction, however, the 7C24 is quite different. It is a triode that is provided with a grid structure specifically designed to offer a maximum of shielding between the plate and filament electrodes, resulting in a very low plate-to-filament capacitance. The grid connection is the metal flange of the tube. When this is utilized in connection with an external shield, the input (filament) and output (plate) circuits of the amplifiers are very well isolated. As a result, no neutralizing is required, operation is stable and efficient—and adjustments are simple.

A further advantage is that, because of the use of Grounded-Grid circuits, it is feasible and economical to use this same tube—the RCA 7C24—in both the 1-kw and 3-kw stages. This simplifies maintenance and replacement problems besides reducing over-all tube costs.



The new RCA 250-Watt FM Transmitter— Type BTF-250

The new RCA 1-kw FM Transmitter— Type BTF-1



The new RCA 3-kw FM Transmitter— Type BTF-3

MAIL THIS COUPON for details about this important New RCA Line of FM Transmitters with the *GROUNDED GRID!*

Broadcast Equipment Section
RCA, Camden, N. J.

Please send me full information about your new RCA FM Transmitters with the new *Grounded Grid.*

Name.....

Title.....

Company.....

Street Address.....

City and State.....

97-6136-179

RCA

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION · CAMDEN, N. J.

In Canada, RCA VICTOR COMPANY LIMITED, Montreal

TECHNICAL

FRANK HENRY is new member of engineering staff of WCAE Pittsburgh. Before serving three years on Navy Atlantic anti-sub patrol and eight months Asiatic Pacific duty, he was with KQV WGTM WKWK.

WILLIAM H. MALONE, released from the Navy, has returned to WGTM Wilson, N. C., as chief engineer. **WARREN WOOTEN** has been acting in that post.

ALLEN R. OGILVIE has been named vice-president of Maguire Industries Inc., New York, in charge of Bridgeport, Conn., plant which is being retooled from war work for production of radio receivers and automatic record changers for sale to other manufacturers and company plant at Mt. Carmel, Ill. Plant also will make railway, aviation and marine communications equipment. Mr. Ogilvie is former chief engineer of Maguire electronics division, post now held by **CARLTON WASMANSDORFF.**

ETIENNE DUBREUIL, released from RCAF as radar operator, has rejoined transmitter staff of CBF Montreal.

JAMES CARLISLE has rejoined the transmitter staff of CBM Montreal following release as lieutenant commander from Royal Canadian Navy after four years service.

NORM GROVER, recently discharged from RCAF Ferry Command, and **JIM MURPHY**, released from RCAF, have joined the master control staff at regional studios of CBC Halifax. Murphy went to Canada from Omaha in 1941 to join RCAF.

FRASER COOKE, recently discharged from Canadian Army, is new member of transmitter staff of CBH Halifax.

LAWRENCE SMITH of the engineering staff of KGVO Missoula, Mont., underwent a minor operation last week at a local hospital.

REX COSTEN, engineer of WPTF Raleigh, N. C., has resigned to continue fulltime studies in music at U. of North Carolina. **SAM LYLES**, WPTF transmitter supervisor, has returned to the station after three years in the Navy.

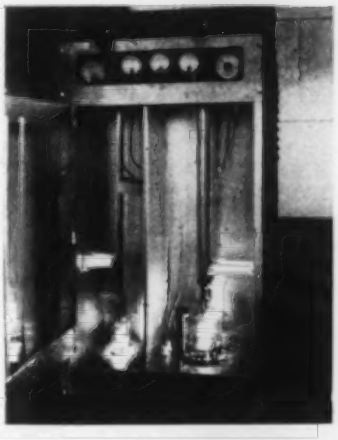
WILLIAM CRANE is now with the engineering staff of WGN Chicago.

Beachmaster PA

USERS of public address sytems may be interested in the Western Electric Beachmaster, designed by Bell Telephone Laboratories to meet rigid Navy requirements. Powerful enough to generate a sound level of speech of 116 DB on an axis at a distance of 30 feet from the loudspeaker, which means that orders could be heard above the thunder of battle, the system includes a loudspeaker, microphone, amplifier, engine alternator set, connecting cables and adequate operating accessories, spare parts and maintenance equipment, all packaged in six watertight, portable metal cases buoyant enough so that when necessary the entire system can be dropped into the water and floated ashore.

Close Office

INTERIM International Information Service of the State Dept. announced Nov. 19 that the New York radio division of the Pacific Operations Bureau would be discontinued on Nov. 30. Abolition of the New York department does not affect San Francisco operations of IIIS except to eliminate recorded programs formerly originated from New York. More than 250 radio shows were produced in New York division during past year.



TERMED cross between a "Rube Goldberg and a plumber's nightmare", by Fran Sherwood, chief transmitter engineer of WHEC Rochester, this is 1,000 w transmitter built by WHEC engineering staff for WHEF, FM outlet. To operate on 98.5 mc, unit employs no coils and uses brass tubing. Staff plans to build equipment for full 20,000 w operation as authorized by the FCC.

READY . . . AIM . . . but this skyrocket styled FM antenna installed at WGHF New York doesn't fire, it just radiates. And according to Capt. W. G. H. Finch, president of Finch Telecommunications and personal owner of the FM station, it effects a concentrated radiation toward the horizon, with less power going skyward and into immediately adjacent area where not needed [BROADCASTING, Nov. 19].

Georgia Radio Institute Proposed for U. of Ga.

A GEORGIA RADIO Institute is now being planned under the joint sponsorship of the Georgia Association of Broadcasters and the Henry W. Grady School of Journalism, U. of Georgia. The institute will follow the pattern of the Georgia Press Institute, now in its 19th year.

Wilton E. Cobb, general manager of WMAZ Macon, proposed the plan at the Nov. 17 meeting of the Georgia broadcasters in Columbus. A committee was named which is to report at the annual convention in Macon, Jan. 12, on details of the institute. Members of the committee are: John M. Outler, WSB Atlanta; Jack Williams, WAYX Waycross, and Mr. Cobb.

KGFF TRAINEES
High School Credits Given For Radio Course

KGFF Shawnee, Okla., for the second consecutive year is conducting classes in radio operation at Shawnee high school, with full credit for students completing the course. Directed by Maxine Eddy, station manager, classes include lecture, observation and practical work in all phases of broadcasting.

Broadcasts prepared and produced by students are aired over KGFF. They include all types of entertainment—glee clubs, bands, parent-teacher groups, choral and drama. Some 40 students received credits for last year's radio classes and 10 returned this year for advanced credit, with 30 new enrollees at beginning of term. Staff members of KGFF assist Miss Eddy in teaching. Classes are held daily with approval of Oklahoma State Board of Education.

Attempts to conduct similar programs at Oklahoma Baptist U. and St. Gregory's College, both in Shawnee, so far have failed because school heads declined to give credits. Said Miss Eddy: "We are broadcasting daily programs from the two higher educational institutions, however, and I have hopes that the high school effort will work out well enough that colleges and universities will follow suit, not only in Shawnee but all over the country."

WCCO
Twin Cities
Groves Cold Tablets

GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.
SAN ARTHUR B. CHURCH PRODUCTION

*Think This Over!**

WAAT delivers more listeners per dollar in America's 4th Largest Market than any other station— including all 50,000 watters!*

**See Latest Surveys! Check Availabilities!*

National Representatives: Radio Advertising Co.

WAAT

Do you realize this market contains over 3½ million people, more than those 14 cities combined:—Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.

"DOLLAR FOR DOLLAR
NEW JERSEY'S BEST RADIO BUY"

KANSAS CITY
IS A
KOZY
MARKET

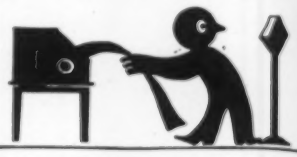
PORTER BLDG., KANSAS CITY, MO.

EVERETT L. DILLARD, *General Manager*
ELIZABETH WHITEHEAD, *Station Director*

Pioneer FM Station in the Kansas City Area

Ask for Rate Card

News



ELWOOD H. MEYER, son of **A. G. MEYER**, station manager of KMYR Denver, has returned to the station as special events director. For two and a half years he has been Navy flyer in Pacific.

ELMER OETTINGER Jr., released from the Navy as lieutenant, has resumed his news commentaries on WGTM Wilson, N. C. He served in Pacific.

CAMPBELL (Stretch) MILLER has resumed his sports and special events announcing duties with WCBS Springfield, Ill., following release from the Navy.

SOL BALSAM, former news analyst on WLIB New York and writer of several network programs, last Thursday married Goldalie Frank, advertising executive of the fashion firm Cramer, Tobias & Meyer.

JACK DREES, released from Merchant Marine as lieutenant after 20 months active duty, has rejoined sports staff of WIND Chicago to work with **BERN WILSON**.

WEBLEY EDWARDS, CBS correspondent who gave an eye-witness account of Jap surrender ceremonies on the USS Missouri, has returned to this country and is to start a six-week lecture tour in the West. Following his tour, he will be stationed at Pearl Harbor for CBS.

JIM WELLS, released from the Navy as lieutenant (jg) following 27 months service, has resumed post as sportscaster at WBEN Buffalo.

RUSSELL BARNES, WWJ commentator who has served as chief of the Psychological Warfare Branch, Allied Forces Headquarters in Mediterranean, returned to the air November 19 for three-week series of reports of inside stories from his OWI experiences. Some of his topics are "The Plot to Kidnap Hitler", "How Japan Got the American Order of Battle Before Pearl Harbor" "How We Captured German Spies at Algiers" and "Behind the Scenes at Cairo and Teheran".

WALTER G. PASCHALL, after nearly three years in AAF, has returned to WSB Atlanta as news editor.

SGT. JOHN PAUL RIDGLEY returned last Tuesday to his peacetime job as assistant superintendent, House Radio Gallery, after two years as AAF gunner. He had 35 missions in ETO and was discharged Monday at Andrews Field. House Radio Gallery superintendent is **MAJ. ROBERT MENAUGH**, retired, who returned last month.

PAUL E. X. BROWN, announcer and news commentator with WJOB Hammond, Ind., addressed a mass meeting of the East Chicago Branch of the National Association for the Advancement of Colored People, on "Forces for Survival in Times Like These".

DAVID WILLS, WMAL Washington commentator, and **GORDON SHAW**, producer, are broadcasting three-minute summaries of Washington news twice-weekly for State Dept. Overseas Service.

BRIAN A. TOBIN has been appointed manager of the Toronto bureau of British United Press.

SAM ROSS, news editor of CKWX Vancouver, is convalescing at home from an operation.

MERT EMMERT, formerly with WEAF New York and WLW Cincinnati and member of the advisory council of National Association of Radio Farm Directors, has been appointed head of the farm and ranch department of WOAI San Antonio.

IRVING SHARPE has been named special events director of WDBJ Roanoke, Va.

RAYMOND SWING, American commentator, has presented scripts and recordings of his news broadcasts since January 1937 to Library of Congress, Verner W. Clapp, acting librarian, has announced. His gift forms part of comprehensive collection of materials being assembled by Library of Congress to assist in studying history of war.

Open Siam Circuit

RCA COMMUNICATIONS has announced reestablishment of radiotelegraph circuit between Manila and Bangkok, Siam, which had been suspended Dec. 7, 1941. RCAC has been sending messages to Bangkok via Switzerland.

THANKSGIVING Day parade of R. H. Macy & Co., New York, which took place Nov. 22 for first time since 1941, was televised by WNBT, NBC video station.

will get a BANG-UP wallop from this little guy

570 *on your dial*

Want to call on 500,000 listeners in Northeastern Wisconsin and Upper Michigan? You can with WMAM, The Voice of NBC in the North! It's your chance at a new audience because all outside stations "throw in the sponge" when they hit the fortress wall of fading created by iron and other geographic barriers. Located in the heart of this important Great Lakes buying area and on the dial at 570 (time buyers please note), WMAM virtually offers 5000 watt coverage at 250 watt rates. Let our Hooper survey prove this story, write for details.

WMAM
Marinette • Wisconsin
BRANCH STUDIOS IN
STURGEON BAY • WIS.
IRON MT. • MICH.
JOSEPH MACKIN, Mgr.

Nat'l Representatives: Howard A. Wilson Co. Chicago, New York, San Francisco, Hollywood

Covers ALL *the*
EL PASO MARKET
1000 WATTS 600 KC
DORRANCE ROEDERICK, Owner
VAL LAWRENCE, Manager
Represented NATIONALLY by HOWARD H. WILSON COMPANY

U OF PENN. STATION BEGINS OPERATIONS

WXPN, private broadcasting unit of the U. of Pennsylvania, went on the air for the first time Nov. 12. Station, under construction since spring, was begun with a grant of a few hundred dollars from the university. Its three small transmitters have a range of only 500 to 1,000 feet but programs can be received in the administration buildings, men's and women's dormitories and some fraternity houses.

Fifty undergraduate men and Navy trainees staff the station. Programs will include music by Army students' orchestra, round-table discussions; adaptations of books and plays, and faculty news commentaries. Station is a member of Inter-Collegiate Broadcasting System, which has also added stations in Swathmore, Haverford and Bryn Mawr colleges. The three stations joined for the first time Nov. 15 to present a program entitled *Meet the Network*, a composite of the various types of features which will be presented in the future. The stations will operate as a network Mondays, Tuesdays, Wednesdays and Thursdays from 9 to 10 p. m.

Swathmore's station, WSRN, will present a half hour of organ music and a half hour of drama each week. WHAV Haverford will present a dance band and a comedy team in two half-hour programs weekly. WBMC Bryn Mawr will present a musical program during one of its two half hours. The stations have been built and maintained by undergraduates and all operate under low power and are received only on their respective campuses. David Linton, program director of Inter-Collegiate Broadcasting Company, directed the networks' initial program.

W. P. Short Takes New Post With Federal Corp.

W. P. SHORT, former chief engineer of Research Construction Co. and staff member of the radio labs of the Mass. Institute of Technology has been appointed chief engineer of the newly created home radio receiver department of Federal Telephone and Radio Corp., manufacturing affiliate of IT&T.

H. A. Snow formerly with Boonton Research Corp. and Foote, Pierson & Co., has been named senior engineer of the department. Mr. Short was manager of radio engineering for Crosley Corp. before entering active service with Navy where he served as radar officer for the operational training command of the Pacific Fleet. Subsequently he was assigned to radar research at MIT. Mr. Snow is known as the developer of the "Variable MU" tube and also for his wartime development of an electronic gauge while working on production of aircraft transmitters.

'Turn Off the Gas'

FAST ACTION by radio kept Memphis, Tenn., from being without natural gas for a month when a break developed in mid-October in the long pipe line which feeds natural gas from the oil fields to Memphis. In a letter to WMC Memphis, President Thomas H. Allen of Memphis Light, Gas & Water Co. said gas consumption dropped 90% after broadcasts telling listeners to cut off their gas, and that the remaining 10% could be supplied by an artificial gas plant and the gas already in the pipe system. Without the broadcasts, he said, individual service calls to each house would have been required if deliveries had become insufficient to keep pilot lights going, and "this would take a month." Lauding radio as an effective distributor of news, he said it "really spread the news around."

FBIS FUNDS BECOME ISSUE IN CONGRESS

FCC FUNDS are expected to become a major issue in a Congressional conference on the 1946 recision bill (HR-4407) in which the Senate and House are split over reducing the Commission's national defense appropriation by $930,000.

By comparison to the overall bill, the FCC's budget is but a small part, but the Foreign Broadcast Intelligence Service is the issue. The Senate last Tuesday by voice vote sustained its Appropriations Committee recommendations to restore $1,409,033,666 to independent agencies after the House had voted cuts [BROADCASTING, Nov. 19]. Of that amount the House reduced the FCC 1946 fiscal year appropriation by $930,000 and ordered the FBIS liquidated. The Senate voted to restore the $930,000, leaving the Commission's budget intact.

In the House there was every indication that a fight would be made in conference to fold up the FBIS, despite recommendations from the State Dept. that it be continued. The FBIS and Radio Intelligence Division were severely criticized by the House Select Committee to Investigate the FCC in the 78th Congress. Rep. Richard B. Wigglesworth (R-Mass.), member of the old investigating committee, has led the fight in Appropriations Committee to liquidate the FBIS.

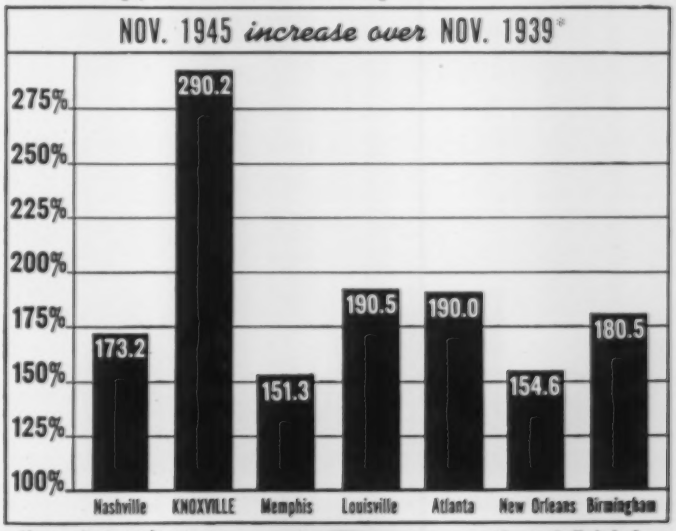
A DEEP RED chrysanthemum, 12 inches across, has been named the "Kate Smith Chrysanthemum" by Totty's, Madison, N. J., nursery, which developed and exhibited it at the 38th annual exhibit of the Horticultural Society of New York, which opened Nov. 8 at Hotel Pennsylvania, New York.

One of the Big 3

KNOXVILLE

Home of TVA (Electric Power) and Oak Ridge (Atomic Bomb) and ALCOA (Aluminum Industry). All these things have contributed to WNOXville's increased population and therefore increased purchasing power, as evidenced by the latest figures from 'Sales Management'.

Sales Management's figures for "Estimate of November 1945" gives Knoxville an increase of two hundred and ninety per cent, with November 1939 as a base of one hundred per cent. This makes Knoxville one of the Big Three, along with San Diego, California, and Wichita, Kansas. This makes Knoxville the leader in the South. Compare Knoxville's increase with Nashville, Memphis, Louisville, New Orleans, Birmingham, or Atlanta. Take advantage of this outstanding increase when you make your merchandising plans. Sell Knoxville through WNOX.



Above chart made according to Sales Management's figures on 'Retail Sales and Services — Forecast for November 1945'.

**Last Official Census Figures.*

wnox 1st Choice LISTENERS COVERAGE POWER MARKET

CBS Represented by The Branham Co.

wnox

•10000 WATTS • 990 KC •

PROMOTION

BELIEVING that managers of stations affiliated with American are interested in national magazine publicity breaks on Kellogg Co. "Breakfast in Hollywood" on that network, Kenyon & Eckhardt, New York, agency for Kellogg, has started mailings of magazines carrying these stories to station managers. "This Month" magazine has already carried a story on program and layouts are planned for "Tune In" and "Radio Romances" within next few months.

WPAY Trophy

WPAY Portsmouth, O., will award a trophy to the most valuable football player in the area. Paul Wagner, manager, conceived the project to stimulate interest in the game as well as scholastic studies and character development.

Frost Warnings

RESUMING annual frost warning service, KFI Los Angeles now gives nightly detailed account of anticipated temperatures for southern California and Arizona by direct line from government station of fruit-frost service at Pomona, Cal. Floyd D. Young, U. S. Weather Bureau director, conducts series. Available again to growers this year is the KFI weather chart with record table and complete listing of frost damaging temperatures.

Ford Display

FORD MOTOR Co. "Sunday Evening Hour" on American is currently featured in the Madison Ave. show window of Haynes-Griffin, one of New York's largest record shops. Window spots, a 30 x 36 photo of the Ford orchestra and chorus on stage at the Detroit Music Hall, plus pictures of all performers on program. Display was set by Kenyon & Eckhardt, New York.

WOL Folder

FOLDER announcing appointment of Col. Albert E. Warner as director of the newsroom of WOL Washington as well as conductor of General Electric Co. "The Voice of Washington" news programs, has been distributed by the station. Facts about WOL newsstaff coverage and operations and profile sketch of Col. Warner are included.

New York Marker

PROGRESSIVE Radio Advertising Co., New York, has issued a booklet on Italo-American market of New York, for which company presents programs on WBNX New York daily 9:15 a.m.-noon and 9-10:30 p.m. Folder includes list of programs' past and present sponsors.

Program Schedule

FALL and Winter program schedule of KTSA San Antonio, Tex., which is illustrated with photos of talent heard on station, has been distributed to 50,000 listeners in area.

Promotion Personnel

JOE HAEFFNER, onetime radio columnist of Buffalo Evening News, has been appointed publicity director of the paper's station, WBEN Buffalo. He has been released from the Army after two years service.

JO RANSON, publicity and special events director of WNEW New York, and **CPL. DICK PACK**, former publicity director of WOR New York, now serving AAF, are co-authors of "Opportunities in Radio", a new career book to be published early this winter by Vocational Guidance Manuals Inc. Contributors to the book include **R. C. MADDUX**, WOR vice-president, and **J. R. POPPELE**, chief engineer of the station.

LUCILE DOLANSKY, released from the WAVES, has joined the publicity staff of WGN Chicago.

Just because we do obtain magic results from "The Magic Circle", don't get the idea that we all run around in circles pulling rabbits out of hats.

We do bend over backwards, however, to do the best possible job for those who want maximum results at a minimum of expense from the Richest Area in the South.

MAGIC CIRCLE OF 50 MILES

EDNEY RIDGE, DIRECTOR

WBIG

GREENSBORO, N. C.

THE PRESTIGE STATION OF THE CAROLINAS

5000 WATTS DAY AND NIGHT

PROGRAMS

Two on KGVO

NEW programs heard on KGVO Missoula, Mont., include a public service feature, "Civic Center Forum", and "Sunday in Missoula Churches". Forum considers pro and con on new civic center building for community. Latter quarter-hour program, aired Saturday evening, presents religious music and announcements of services to be held following day in local churches of all faiths.

Citizens Forum

A SERIES OF forum broadcasts on "How Do We Shift Gears From War To Peace" has been started weekly on CBC Trans-Canada network. Series deals with various phases of full employment, social welfare, public works program, planning, health, community organization, exports, labor law, cartels and similar topics. Broadcasts are citizens forums and are produced in conjunction with Canadian Association for Adult Education.

Student Quiz

HALF-HOUR quiz program for students of New Haven public and parochial schools started on WNHC New Haven Nov. 11. Called "Test Your Knowledge", program awards first prize of 20-volume set of "Book of Knowledge", and second prize of $64 pen and pencil set. Programs are sponsored by First Federal Savings & Loan Assn., New Haven, which will present grand prize of $1,000 or scholarship to accredited university at end of 26 weeks.

Breakfast Date

HENGERER'S Dept. Store, Buffalo, during past year of sponsorship of WBEN Buffalo "Early Date at Hengerer's" program, Monday through Friday 9:15 a.m., has been breakfast host to more than 43,000 visitors. Early morning variety program features grab bag of prizes, contents of which increase each time contestant misses the throw of a dart at Buffalo map on which store is indicated.

Folk Ballads

HALF-HOUR presentations of lyric folk music of Europe and America started on Mutual Nov. 25 on "Songs Along the Trail". New Sunday afternoon program features Joseph Marais, exponent of continental and American ballads, supported by vocal trio and string background.

Opera Highlights

NEW OPERA program entitled "Encores from Great Operas" started on WPAT Paterson as weekly half-hour on Nov 18. Program features popular scenes from outstanding operas with narration to enhance illusion of actual presence at performance.

Winter Concerts

BEGINNING Sunday, Nov. 25, new program of operatic and semi-classical music, "Winter Time Concert", started on WLW Cincinnati. Guest conductors from the area are featured.

CJAD Montreal postponed its opening, scheduled for Oct. 28, to late November. Station will operate on 800 kc with 1 kw.

W. Va. Network Offers Scholarship in Athletics

WEST VIRGINIA NETWORK is offering a $500 scholarship to West Virginia U. to be awarded to the outstanding W. Va. senior high school athlete of this and succeeding years. Nomination will be made by a committee of sports writers and coaches.

Howard L. Chernoff, managing director of the West Virginia network, who made the announcement, said the network was opposed to "subsidization" of athletics, but that the organization felt a scholarship of this nature would be an incentive to high school players to choose West Virginia as their university.

GATES

Announces the Opening of

A BRANCH OFFICE IN NEW YORK CITY

GATES customers on the East Coast, as well as those in foreign countries and throughout the United States, will be interested in this latest expansion by GATES. The New York office will offer engineering service, sales, and the stocking of equipment.

The new office is staffed by competent sales and engineering personnel who can answer all technical questions regarding GATES equipment. Furthermore, they will, if necessary, be able to make direct quotations on apparatus. You are cordially invited to visit this new office, and to make full use of its facilities. Make a note now of the address:

GATES RADIO CO.
9th Floor • 40 Exchange Place
Telephone: Hanover 2-0198

The office is conveniently located, just a few steps off Wall Street in Lower Manhattan. It is within a few minutes subway ride from Manhattan proper.

GATES RADIO CO.

QUINCY, ILLINOIS

EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT SINCE 1922

Returning GIs

(*Continued from page 22*)

veterans' minds. "Veterans Advisors" or "Veterans Commentators" —usually ex-servicemen—have appeared as a new postwar broadcasting institution. On the whole, they are doing an excellent job of tying up the various veterans activities of government, state and local agencies.

Task Not Easy

The task of these broadcasters is no easy one. There are many types of veterans problems—and many types of veterans. The allowances, the benefits, the loans, the pensions, the educational programs affect every veteran in a different way. Changing legislation requires continued alertness on the part of these experts to insure accuracy of their advice.

In handling veterans affairs, broadcasters must keep in mind that the needs of a veteran are often immediate. After the brief—but refreshing—pause upon his return to civilian life, the veteran soon realizes that he'd better get started on something. If it's a business, he may want a loan. If it's education, there are the usual forms to fill out, the school to contact, the curriculum to choose. If it's hospitalization or medical treatment, the veteran has to locate the VA and arrange for treatment. He should avoid letting his National Service Life Insurance lapse and continue to make payments until he knows what his civilian occupation and income will be and what type of more permanent insurance he needs, is qualified for, and can afford.

These are only a few of the problems about which the veteran will require immediate assistance. To speed its service, the VA is undergoing an extensive decentralization program. Eventually, most large cities will have a branch, region, or area office of the VA. Most cities and towns will have veterans centers where veterans may seek aid and advice. Radio can help urge the development of these local agencies and stimulate the veteran to avail himself of their services.

Advise the Veteran

From the veterans' point of view, it would be a mistake to promise them a rosy future or suggest that their problems can be solved overnight. The administrative task of handling the claims and needs of more than fifteen million veterans and their dependents is enormous. The recent reorganization of the VA and the decentralization program indicates the government's effort to speed processing of each veteran's application for various benefits. Under Gen. Omar N. Bradley, a soldier's soldier, the VA is rapidly overcoming many obstacles that delayed prompt service. Branch, regional, and area offices soon will operate full blast in or near his home community to handle the veteran's claims and applications for benefits. Hospitals will be readily accessible. But at best, proper handling of each application takes time. Radio can advise the veteran of the most direct route, and urge him to apply for his benefits far in advance of his actual need.

There is still another public service radio can perform in carrying broadcasts on veterans' affairs. The nation as a whole has insisted that the veteran receive a square deal upon his discharge from service. Nothing has aroused the community and nation more than mistreatment of or indifference to the returning veteran. Taxpayers generally have endorsed heartily the GI Bill of Rights and other legislation enacted to aid discharged veterans or the dependents of servicemen who died in the service of their country. Radio can show the American taxpayer specifically how the laws enacted by their Congress and supported by their taxes are being put into effect.

Wherever possible, it is highly desirable to let the veteran who has been through the mill tell of his own experiences—how he solved his own particular problems. New separatees will benefit greatly by these first-hand reports from their brothers in arms. VA spokesmen and counselling experts will also be available to present authoritative advice and guidance.

Warn Against Fraud

Another service radio can perform is to warn soldiers about to be discharged and new veterans against swindles and frauds. A recently published pamphlet on "Gyps and Swindles" (Public Affairs Pamphlet 109, by William Trufant Foster, Public Affairs Committee Inc., 30 Rockefeller Plaza, New York, 10c), particularly as they affect veterans, exposes a nationwide threat to veterans' readjustment. Flushed with back-pay, mustering-out pay and perhaps a small savings account, returned veterans are being swindled daily by bogus

(*Continued on page 76*)

Reconversion

WHIO Dayton, O., summoned police and started a detailed search when its station wagon loaded with all its recording equipment disappeared. Just as a state-wide announcement to the Highway Patrol was about to be broadcast, Tom Pickering, the station's latest veteran back from armed service, appeared and explained he had left the station wagon in the garage where he always parked it before he joined the army. Only trouble was that WHIO was no longer using that garage.

There Is An Audiodisc And An Audiopoint For Every Recording Need

AUDIODISCS have all of the features essential to high fidelity recording. A superior lacquer is applied by a unique process that gives a flawless surface. In cutting, the thread throws well and there is no static. In playback, whether at once or in the future, there is low surface noise. Their playback life is unequalled. There are six types of AUDIODISCS:

RED LABEL tops all accepted quality standards for professional use. Double-sided in 6½", 8", 10", 12" and 16" diameters.

SINGLE FACE RED LABEL brings new economy to applications requiring but one side. 12" and 16" diameters.

YELLOW LABEL, Double-sided blanks of uniform quality and "wide latitude." Extra-fine adjustments unnecessary. Sizes as Red Label.

REFERENCE permits extreme economy in test-cuts, filing and reference recordings. Double-sided in 10", 12" and 16" diameters.

MASTERS for choice copies (pressings) after electroplating. Double or single face in 12", 13¼" and 17¼" diameters.

BLUE LABEL best discs at low cost. Thin aluminum base, same recording lacquer as professional AUDIODISCS. 6½", 8" and 10".

All AUDIODISCS are manufactured on aluminum base—and glass base too, except for the 6½" and Blue Label type.

AUDIO DEVICES. INC., 444 MADISON AVE., N. Y. C.

AUDIOPOINTS

Audiopoints, made by skilled craftsmen, are available in three types of recording styli and three types of playback points. Cutting and playback points are matched to give finest performance.

RECORDING POINTS

SAPPHIRE NO. 14, for professionals, designed to give proper thread throw. No finer made.

STELLITE NO. 34, professional type. Cuts quiet, shiny groove for several hours.

DIAMOND-LAPPED STEEL NO. 50, cuts a fine, quiet groove, gives from 15 to 30 minutes actual recording time.

PLAYBACK POINTS

SAPPHIRE NO. 113, finest obtainable. Complete fidelity and minimum disc wear.

BENT SHANK NO. 154, for heavy pickups.

STRAIGHT SHANK STEEL NO. 151, for light pickups.

Audio's resharpening and repolishing services give real economy in the use of **AUDIOPOINTS**, Nos. 14, 34 and 113. Consult your local dealer.

they speak for themselves **audiodiscs**

Returning GI's

(*Continued from page 74*)

operators, confidence men, and other shady characters.

In the interest of the ex-soldier and legitimate business, radio can warn the veteran to check with local Better Business Bureaus before committing himself on merchandise, business propositions, or investments.

The task of the broadcaster in helping veterans is complicated by local conditions. The local broadcaster will have to determine the interest and needs of his listeners. Veterans in agricultural communities will be interested in buying new farms and farm equipment. Veterans in urban communities may want schooling, small businesses or jobs. But there are also many common problems affecting the veteran, his dependents and the local community to make generalized information extremely valuable.

The Radio Service of the Veterans Administration will make every effort to see that the broadcaster is furnished with complete information on matters that come within its jurisdiction.

Wartime Service

During the war, radio performed a tremendous public service. With and without government guidance, local, regional and network broadcasters assumed the initiative in keeping America informed of the sometimes overwhelming variety of problems facing the nation. Never before was a democracy as well informed, as united, and as determined to resist its vicious enemies and to perpetuate its own freedoms. The good sense, responsibilities, and strength of Americans were in the scripts, the announcements, the speeches and the songs of radio throughout the war. These broadcasts were a vital contribution to our victory.

Now we must return to our normal peacetime pursuits. Throughout the country, radio already has taken the initiative to overcome the problems of our postwar readjustment. The radio industry will, I am confident, serve the discharged veteran just as effectively as it served him while he was under arms achieving our total victory.

It's radio's next big job.

Censorship Refunds

OFFICE of Censorship, which officially closed last Thursday, returned $4,800,000 of its 13-million-dollar budget for this year to the Treasury Dept. Less than 89 million dollars of the over 100 million allotted the department was spent. These figures were brought out at a dinner last week honoring Byron Price, retiring chief censor.

Messhall Net

MESSHALL NETWORK, by and for the boys, is giving the news to GI's at Camp Crowder, Mo. Set up last July in the attic of a camp recreation hall, the miniature net was designed primarily to provide concise news summaries for some 2,000 soldiers as they ate in 7th Signal Training Regiment messhalls. Later its "programs" were expanded to include recorded music, amusement data. When Jap surrender appeared imminent, the Messhall mike was manned 18 hours a day. But not all of MHN's history has been pleasant: once a group of GI's busily berating their officers discovered, too late, that the mike was live and their cutting comments had blared into 15 eating rooms of the regiment.

KFH · Wichita

Thousands of Farmers are Waiting to Buy
PORTABLE ELEVATORS
IMPLEMENT FIRM BUYS AERO PARTS
Deal for War Plant West of Wichita Is Closed Today
USE IT FOR ASSEMBLY
A deal was completed today whereby Aero Parts Manufacturing company will go back into opera-

WICHITA turns from war to peace . . .

. . . FROM PLANES TO PLOWSHARES!

Those who expected the Atomic Bomb to explode Wichita's wartime boom will find it a dud. There's new activity in Wichita—in addition to all the advantages that made this Kansas' richest pre-war market. Agricultural implement firms are now moving in, at the crossroads of America. The Aircraft industry will still be busy and important in Wichita, but its peacetime "slack" is fast being taken over by alert production minded and sales-conscious farm machinery manufacturers.

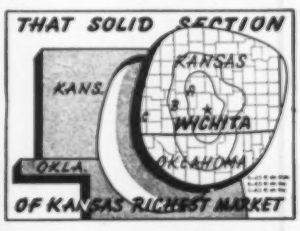
Wichita's oil, cattle and wheat markets are bigger today than ever before and on Sales Management's rating of Selected Sales Cities—WICHITA IS STILL TOPS IN AMERICA!

Speaking of Wichita's activity—you can get real radio-activity for your sales message with that Selling Station, KFH.

KFH

WICHITA

Wichita is a Hooperated City



CBS • 5000 WATTS DAY AND NIGHT • CALL ANY PETRY OFFICE

SOL PANITZ MEMBER OF PUBLISHING FIRM

SOL PANITZ, who resigned Nov. 17 as chief, broadcast service section, Radio Branch, War Dept. Bureau of Public Relations, last week joined Joseph Davidson and Ellis S. Perlman in the new Washington firm, Progress Inc., a weekly news periodical.

Former New York freelance scriptwriter, Mr. Panitz was appointed to the script department, War Dept. Radio Branch, in July 1941. He subsequently served as field producer on the *Army Hour*, chief scriptwriter, and on the death two years ago of Jack Joy, he became head of the broadcast service section. Mr. Panitz plans to continue freelance writing. He contributes to the NBC *Congressional Medal of Honor* and other programs. He authored *Voices in the Land*, sponsored on WRC Washington for 13 weeks by the P. J. Nee Furniture Co., Washington.

Mr. Panitz becomes associate editor of *Progress*, with offices in the National Press Bldg. He plans to produce radio shows and to serve as consultant in the broadcast field on a freelance basis in addition to his duties on the weekly journal.

Frank Rowlatt

FRANK ROWLATT, 69, with F. H. Hayhurst Co., Toronto advertising agency, for 14 years, died in a Toronto hospital as a result of an automobile collision.

WFTC Studio

NEW STUDIO with stage and a seating capacity of 450 is being built by WFTC Kinston, N. C., as part of a redecoration program. Bob Bingham, general manager, said the work would be completed by about Dec. 1.

ANA Votes

(Continued from page 16)

vertiser is trying to say in his institutional advertising.

Another new type of survey, to determine how well the directors of large companies, "the men above management", understand the functions and uses of advertising, is being undertaken by the American Assn. of Advertising Agencies, Fairfax M. Cone, chairman, executive committee, Foote, Cone & Belding, told the ANA members. Elmo Roper, he said, has been engaged to conduct a study of the attitude toward advertising of several hundred directors of both heavy goods companies and consumer goods companies, and transportation and utilities companies and bankers and brokers. Mr. Roper will also interview about 100 labor leaders, Mr. Cone said.

Fabulous Sums

Too frequently, Mr. Cone reported, company directors, to whom management is responsible for profits, believe baseless stories of fabulous sums paid for advertising slogans. "Then", he continued, "there are the statements about the income of radio stars. Unfortunately, these often are true. They also in many cases verge on the scandalous. The guest star fees are worst of all.

"It surely isn't because they are crazy that it is difficult for any banker or lawyer to understand $5,000 paid out for four or five minutes on the air to someone who has only to read what someone else has written on two or three sheets of paper. These things are no more help to the cause of advertising than they are to advertising itself."

Mr. Cone reported that a pilot study, to test both the technique of interviewing and the pattern of the findings, will be completed by the first of the year. "If it indicates, as we expect it to, that the greatest lack in the understanding of advertising is a failure to understand the possibilities in advertising as these have been brought out during the war, we think a plan to make them known will not be too difficult to prepare," he stated.

Plea for Free Enterprise

The value of public service advertising, in addition to advertising for direct sales, has been proved during the war years, James W. Young, chairman of the advertising counsel, said in a talk read in his absence by Charles G. Mortimer, vice-president, General Foods Corp., at the concluding session of the meeting, from 4 to 6 Tuesday afternoon. This session, only one of the entire convention that was open to other than ANA members, included the showing of a March of Time film specially made for the occasion, "Year of Decision", revealing the need for constructive thinking by business on national affairs, and a talk by Walter Lippmann urging the need for an enlightened public policy on the part of business if the free enterprise system is to survive.

Reporting on some of the important new functions assumed by the Advertising Council since the end of the war, Mr. Young said: "It is now operating the various radio allocation plans, and proposes to continue them on a scaled-down basis. Neither business nor government would wish to see government continue in peacetime as a trustee for these facilities. We will shortly be asking those of you who have network or national spot radio programs to continue with the plan, as a definite service to you in screening out undesirable projects, and in removing from your doorsteps an increasing number of petitioners for free plugs.

"So great has been the educational job done on government and private groups during the war, that were it not for some such orderly plan, I can assure you that pressures for time on your programs would be far greater than ever before. Never before have so many important people had a 24-lesson course in the power and effectiveness of advertising."

Walker in Charge

DURING the absence of FCC Chairman Paul A. Porter to attend the British-American Telecommunications Conference in Bermuda, Vice-Chairman Paul A. Walker will be acting chairman. Mr. Walker presided at the regular Commission meeting Wednesday. Mr. Porter left Washington Tuesday morning and is expected to return about Dec. 3.

KHQ Sale Notice

FCC last week published, in the *Federal Register*, a notice of the proposed sale of KHQ Spokane by Louis Wasmer to Spokane Chronicle Co. [BROADCASTING, Nov. 5, 19]. Notice was identical in form to the Commission's previous notices on proposed sales of WHDH Boston and WFIL Philadelphia [BROADCASTING, Nov. 12], and was published in compliance with FCC's suggestion in its Crosley-Avco decision that sales be publicly advertised in advance by both applicant and FCC. Mr. Wasmer advertised the offered sale of KHQ several weeks ago. Competing applicants, if any, are given 60 days from Oct. 30 in which to apply for the KHQ facilities on the same terms as Spokane Chronicle Co.

Program Title Changed

CONTINENTAL CAN Co., New York, on Dec. 8 will change the name of its CBS program from "Report to the Nation" to "Continental Celebrity Club", title more in keeping with the postwar format of program. Agency is BBDO, New York.

"John's preparing himself for any question WJW's 'Tello-Test' might ask him."

If it's a QUESTION of covering the Cleveland market the ANSWER is . . . WJW. Mornings and afternoons throughout the week, Monday through Friday more people listen to WJW than any other regional station. And . . . WJW delivers more daytime dialers per dollar in Cleveland than any other station.

BASIC ABC Network CLEVELAND, O.

WJW

850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

WLAW

brings big profits to advertisers! WLAW offers you: Industrial New England. 1,902,591 listeners. 181 lucrative cities and towns, including the proven markets for high sales —Lawrence, Lowell and Haverhill.

WLAW

LAWRENCE, MASS.

Serving Industrial New England

5000 WATTS 680 KC.

Basic Station

American Broadcasting Co.

NATIONAL REPRESENTATIVES:

WEED & CO.

WMBG SERVING RICHMOND AND VIRGINIA FROM THE CAPITAL OF THE OLD DOMINION

RICHMOND LOCATED MIDWAY BETWEEN THE NORTH AND SOUTH

IN 1944

RICHMOND

had a Metropolitan Population of 263,449

In this Major Market

USE **WMBG**

NBC IN RICHMOND, VA.

5000 WATTS

Bill Stern · Dinah Shore · Bing Crosby · Jack Benny · Bob Hope · Fibber McGee and Molly

REPRESENTED BY JOHN BLAIR & CO.

Transmitter

(*Continued from page 18*)

the ship's title. Several governments claim rights to the ship, which was nabbed in a hurry because of war urgency, and RFC will wait until maritime law has been satisfied before it acquires the electronic items.

RFC was in a sweat because the armed forces weren't releasing great stores of electronic equipment. Surplus now is starting to come from the services in amounts that will wipe out this dissatisfaction. It figures the total may run between 2 and 3 billion dollars. The demand is heavy now, but unless the military starts unloading important storehouses of transmitters and components the market will disappear.

Within a year electronic plants will be turning out new models with many improvements not found in war surplus. About that time RFC will be swamped with stuff that will be hard to sell in what may be a buyer's market—at least a tougher market than at present.

RFC now has 100 millions of equipment, figuring on a cost-to-the-Government basis. Last figures compiled (as of Oct. 15) show it had $81,912,000 in acquisitions, consisting of shortwave broadcast transmitting apparatus, $1,022,000; commercial and specialized radio communication equipment, except broadcast, $7,940,000; electronic devices, except control and communication, $12,906,000; electronic tubes, $28,776,000; telephone equipment, $2,461,000; electronic equipment components and subassemblies, $27,030,000; other equipment, $1,777,000.

The Oct. 15 data show shortwave broadcast transmitter sales totaling $1,000, but the figure is incomplete and does not reflect actual sales because figures from private agents have not been received. The total sales figures for all electronic equipment is only $2,424,000, which also is incomplete.

Quite a few 250 w communication transmitters (Temco) have been sold but none are believed to be in use in this country for broadcast purposes, it was indicated. RFC also sold about a score of RCA ET8850 15 kw transmitters for use by communication companies.

The RFC inventory will soon show a good supply of mobile Hallicrafter transmitters, both truck and field units, operating from 2 to 18 mc AM and equipped with receiving units tuning 1.5 to 18 mc. They operate 400 w CW and 300 w voice.

There also is FM mobile equipment, designed for autos, tanks and talkback circuits, which are good for local police work.

Stories have been going the rounds for months that military warehouses are stacked to the rafters with broadcast transmitters. RFC only knows about what has been declared surplus by the armed services but industry rumor, probably well-founded, indicates that large quantities of 100 and 250 w AM transmitters are in storage. These could be adapted easily and at little cost for broadcast operation. In addition there are believed to be many receivers of the "morale" type.

When the military lets go of the equipment RFC will be glad to sell it, but frets over the delay.

Available from RFC are enormous quantities of components such as resistors, capacitors, transformers, rheostats, millions and millions of transmitting, receiving and rectifier tubes. Already RFC has peddled a million dollars worth of receiving tubes. Plenty of condensors are available, but none of the gang type. Power supplies, tool kits, wire and other items are available, along with headsets and portable items. Actually the RFC inventory is teeming with items useful to electronics users outside the broadcast field.

Most of this inventory is in the warehouses of 230 manufacturer agents, some of which they have manufactured themselves but haven't delivered.

Chief of the Electronics Branch, RFC Office of Surplus Property, is William L. Foss, consulting engineer up to 1941 and since that time consultant to the armed forces.

The branch is moving quickly and efficiently. RFC has an electronics advertising fund that may reach $400,000 to tell the public what it has to sell. Some of this, of course, will be used for cataloging. It has sold items costing the Government $2,988,000 for $2,424,000, a figure much above the level at which most surplus property is moving.

Now and then the branch gets a bad break. Last week the *Chicago Tribune* embarrassed RFC with a story that 1,000 transmitters were sitting right out in the open at Wright Field, Dayton. RFC explains that shipping orders had been issued early this month. Moreover, the transmitters (100 w airborne liaison types), were packed for overseas and could float around in the water without suffering damage.

TO PROVIDE realism, WIBW Topeka took its wire recorder and microphones aboard a CG4A Army glider for a description of takeoff, free flight and landing. In this photo, taken in flight, are (l to r) Paul Williams, *Topeka Daily* reporter; K. G. Marquardt, chief engineer of WIBW; Lt. R. J. Shelton, pilot; S/Sgt. Al Thiel; Gene Shipley, WIBW farm program director; Tom Page; Julian Zimmerman, reporter. WIBW personnel on the flight but not pictured were Mrs. Kathryn Young, war program manager; Mrs. Elsie Shideler, clerical secretary.

Canadian Radio Service Starts for Overseas Vets

CANADA HAS not forgotten its men with occupation units in Europe and those still awaiting shipping space to come back, according to a CBC list of programs being shortwaved to Canada's overseas servicemen. A Canadian Forces Radio Service has been organized and regular popular programs from each of the provinces of the Dominion are being sent by CBC international shortwave transmitter from Sackville, N. B., for rebroadcasting by the BBC and the radio stations operated by the Canadian Army in Europe.

In addition to the regular favorite programs, special shows for the servicemen as *Canadian Party*, *Johnny Home Show* and *Ex-Service Show*, the latter both dealing with veteran problems, go out weekly to the Canadian forces overseas. The CFRS will be in operation until the final repatriation of Canadian personnel.

Sloan to WABC

JOHN F. SLOAN, recently with WFAS White Plains, N. Y., has joined the sales staff of WABC New York. Mr. Sloan served with the Signal Corps during the war and was previously associated with Macfadden publications.

Court Jurisdiction In Tax Suit Argued

Hearing on New Mexico Sales Tax Legality in January

EFFORT of the State of New Mexico to slap a 2% gross sales tax on broadcasting stations on the premise that they operate in intrastate commerce has developed into a running legal battle between the state and NAB. Hearing on the courts' jurisdiction was heard last Monday but argument on the merits of the case was postponed to late January in a ruling at Santa Fe last Monday by the U. S. District Court, District of New Mexico.

The three-judge Federal court granted request of the New Mexico attorney general to postpone argument on the merits on the ground that the state was not prepared to offer technical testimony.

Engineering data to support the contention of NAB and New Mexico stations that broadcasting is interstate in character had been prepared by Howard S. Frazier, NAB director of engineering, who had taken measurements in neighboring states. The court offered to hear his evidence while he was in Santa Fe but NAB counsel—John Morgan Davis, NAB general counsel, and Milton J. Kibler, his assistant—decided to submit it when the argument is heard in January.

The court heard argument on its jurisdiction, though on Nov. 5 it had rejected a request by the state to dismiss the broadcast petition on jurisdictional grounds [BROADCASTING, Nov. 5, 19]. No witnesses were heard on this phase. The court asked both sides to submit briefs within 10 days. Several New Mexico stations had filed petitions to restrain the state from collecting the tax but the court consolidated the cases.

Gates Radio Co. Opening New York Branch Office

GATES RADIO Co., Quincy, Ill., last week announced the opening of a branch office in New York to offer "engineering service, sales, and the stocking of equipment".

Gates has manufactured radio transmitting equipment since 1922. Parker S. Gates is general manager. The New York office is at 40 Exchange Place, Telephone Hanover 2-0198.

War Fund Praises NAB

PRAISE to the NAB and broadcast stations for their part in the National War Fund was extended last week by Winthrop W. Aldrich, fund president. "Radio played a major role in the success of the National War Fund by projecting the War Fund appeals to the American public," he stated. "In so doing the radio industry served humanity well and added to its record of achievements in the public service."

'PM' Settles Luotto Libel Suit After Jury Finds for Radio Advertising Man

AWARDED judgment against *PM* in his libel action, Andre Luotto, New York publisher and radio advertising executive, received settlement out of court it was learned last week. Although the amount was not disclosed it was understood to have run well into five figures.

A jury in Kings County Supreme Court brought in a unanimous verdict for Mr. Luotto, but couldn't agree on the amount of damages. Mr. Luotto, who had sued *PM* and Marshall Field, its publisher, after the newspaper published an article and editorial in July 1942 opposing the sale WCV New York by Arde Bulova and Harry D. Henshel to Murray and Meyer Mester for $300,000. The *PM* article was carried under the headline, "Former Fascist Rooter May Direct New York Radio Station."

Mr. Luotto appeared before the House Special Committee to Investigate the FCC in August 1943 and charged that his radio advertising business had suffered because of an alleged "smear" campaign by employees of the FCC and OWI during the foreign-language station investigations. The Committee charged that the FCC refused to approve the sale of WOV in 1941 because Mr. Luotto was to have been manager for the Mester brothers.

During subsequent testimony before the House Committee, Commissioner Charles R. Denny Jr., then FCC general counsel, testified that the FCC had "nothing" on Mr. Luotto and that he was a "good loyal American". Mr. Denny later issued a statement affirming his testimony [BROADCASTING, April 30].

Mr. Luotto's libel action, brought in the Kings County Supreme Court, was heard by Judge Wenzel, who directed that, the fact of libel being established, the case be sent to a new jury to determine the amount of damages. Settlement out of court made another hearing unnecessary.

R. W. Dumm in Charge Of KXOA Broadcasts

ROBERT W. DUMM was appointed director of broadcasts of KXOA Sacramento, Mutual Don Lee station, effective Nov. 19, according to Lincoln Dellar, KXOA owner and manager. He is the son of Wesley I. Dumm, president of Associated Broadcasters Inc., which operates KSFO San Francisco and affiliated radio activities.

Mr. Dumm, 32, released from the Navy as a lieutenant after duty in the Pacific, has 10 years' experience in broadcasting, successively as announcer, producer, sportscaster, special events director, and program director of KSFO. During the first year of the war, before entering the Navy, he also served as program director of International Station KWID and originated many programs for overseas servicemen including the first international shortwave broadcast of recreated major league baseball games.

Roblee Shoes Sign MBS For Ed Thorgersen Show

FORTY Mutual stations will be used by Roblee Men's Shoes for first radio test starting Dec. 2 and featuring Ed Thorgersen, sports reporter. Time is Sunday 9:45-10 p.m., and not Monday through Friday 5:45-6 p.m. as previously reported. Leo Burnett Co., Chicago, is agency. Local dealer tie-in is to be used.

Controversial Time

TIME ON AMERICAN for controversial issues will be sold by network only between 10 and 11 p.m. on any evening of the week, network announced last week. New ruling was put into effect in order to give the opposing party an equal opportunity to reply, with network showing no favoritism in its time-selling slots.

Nervine Renews

MILES LABORATORIES, Elkhart, Ind. (Nervine), Nov. 26 renews "Historical Almanac of the Air" for 52 weeks on 130 Keystone stations, five days a week for one-minute broadcasts. Agency is Wade Advertising, Chicago.

SET MAKERS TO USE CHANNEL NUMBERS

EIGHT of nine manufacturers of receiving sets with FM dials will use the new channel numbering system adopted Nov. 16 by the FCC, they reported to Robert T. Bartley, director of the NAB FM Dept. Mr. Bartley expects to receive additional replies to his request for manufacturer reaction to the FCC action, taken on recommendation of the NAB.

Lone refusal to follow the numbering system came from Pilot Radio Corp., New York, which said it prefers direct frequency markings on the dial scale as used for years on broadcast and shortwave bands. Companies announcing they would use channel numbers were Admiral Corp., Ansley Radio Corp., Farnsworth Television & Radio Corp., Fried Radio Corp., Philharmonic Radio Corp., Stromberg Carlson Co., Meissner Radio Corp., Wells-Gardner & Co.

Newman Promoted

CY NEWMAN, assistant manager of WSSV Petersburg, Va., has been promoted to manager. President Louis H. Peterson said Mr. Newman would continue in active supervision of the commercial and program departments, in addition to his duties as manager.

Fuller Out Soon

SAM FULLER, expected to be released from the Navy soon, is said to be succeeding Carlton Alsop as radio director of Sherman & Marquette, N. Y. Mr. Alsop joined MGM in Hollywood last month.

Hon. George Stanton
McCann-Erickson, Inc.
First National Bank Bldg.
Minneapolis, Minn.

Dear George:

'Course you know about this "Women's 580 Club" we have here at WCHS . . . well, sir, the funniest thing happened the other day . . . one of the club members (they total nigh on to 50,000 now) wrote in and asked "Miss 580" if she'd play a certain popular tune for her son stationed in Japan . . . now this isn't anything unusual, dedicatin' tunes, but listen to this . . . meanwhile the club member writes to her son in Tokyo and says ". . . listen in each day to WCHS at 2 o'clock and you will hear your tune played . . ." We sure are proud of our "coverage" down here in West Virginia but "Miss 580" had to write the club member and tell her that at the present we don't have enough power to "cover Tokyo".

Yrs.,
Algy

WCHS
Charleston, W. Va.

KOIN
We Work Today for the Northwest's Limitless Tomorrow
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS, Inc., Nat'l Rep.

HONOLULU
KGU
FOR FULL COVERAGE OF HAWAII
N. B. C. IN THE PACIFIC SINCE 1931
Affiliated with
THE HONOLULU ADVERTISER
Represented by
THE KATZ AGENCY, INC.

Cannon

(*Continued from page 20*)

Cannon thought otherwise, contending that in England "they have the best talent".

Chairman Porter, admitting some deficiencies in American broadcasting, said BBC suffers from "bureaucratic ailments". It does not have the "ingenuity, the brilliant technique, and the type of program talent that characterizes the private enterprise system of American broadcasting at its best."

Rep. Cannon charged that radio is "in competition with the newspaper". He felt the Government should "protect our people from the continuous din of selling propaganda that comes in over the air". At that point Chairman Porter asked:

"Do you mean to put the Government in the business?" Rep. Cannon said, "Handle it as other nations handle it. There is a great complaint everywhere."

"I would not like to see the Government in the radio business," replied Mr. Porter.

Scrap Safety Order

TO PROTECT workers and others from effects of radium or radioactive salts the Surplus Property Administration has ordered its disposal agencies to channel all scrap or salvage containing such substances into hands of radium refining organizations or destroy it.

Two New Local Stations Are Granted; FCC Approves KOMA Increase to 50 kw

TWO MORE local standard station assignments were granted by the FCC last week—one for Chattanooga and the other for Honolulu, in addition to power increases for three existing outlets. The Commission also designated eight cases for hearing, to be consolidated into four groups.

Gordon W. Gambill, Hubert W. Martin, Humphrey B. Heywood and R. T. Russell, doing business as Tennessee Valley Broadcasting Co., become permittee for new station to operate on 1450 kc with 250 w and unlimited hours at Chattanooga. A technical condition is involved in grant. Each partner is a local businessman and holds quarter-interest in firm.

Honolulu grant covers assignment of 250 w and unlimited time on 1400 kc and was made to Aloha Broadcasting Co. Ltd. Technical qualification also was included.

KOMA Oklahoma City, presently using 5,000 w unlimited time on 1520 kc, clear channel frequency on which WKBW Buffalo has been operating unlimited hours with 50,000 w, has been granted a construction permit for increase to full power of 50,000 w, employing directional antenna at night. Installation of new equipment and move of transmitter site is included.

Likewise KVOS Bellingham, Wash., was granted power increase from 250 w to 1,000 w on present 790 kc assignment, a regional facility. Station will install new transmitter and directional array for both day and night use and move transmitter under authorization.

WABI Bangor, Me., may increase power from 1,000 w to 5,000 w, using directional antenna at night, under FCC consent.

Applications of N. Pratt Smith and Grand Canyon Broadcasting Co. were designated for consolidated hearing, both applicants requesting new station in Flagstaff, Ariz., to operate on 1340 kc with 250 w, unlimited time.

Dual request for assignment of 250 w unlimited time on 1450 kc at Sandusky, O., were consolidated in second group. Applicants are The Sandusky Broadcasting Co. and Lake Erie Broadcasting Co.

Third grouping, for Middlesboro, Ky., includes applications of Cumberland Gap Broadcasting Co. and The Middlesboro Broadcasting Co., both seeking 1490 kc, 250 w, unlimited hours.

Borger Broadcasting Co. application also was designated along with application of Richard George Hughes for consolidation. Both ask 1490 kc, 250 w and unlimited hours at Borger, Tex.

In another action taken at same time the Commission dismissed petition filed by Austin Broadcasting Co. for rehearing of station grant made to Raoul Cortez at San Antonio [BROADCASTING, Nov. 19], and ordered that the construction permit issued to Mr. Cortez for 1300 kc be modified for 1330 kc with consent of permittee. Show cause hearing ordered on this matter for Dec. 17 was vacated. Commission has indicated that 1300 kc would better serve public interest at Austin under proposed fulltime operation.

Because of lack of facilities for processing applications, the FCC placed or extended on temporary basis until Feb. 1, 1946, the licenses of 191 stations whose applications for license renewal are now pending. Station list is in Actions of the FCC on page 88.

Henry in N. Y.

ELL HENRY, head of the Chicago press department of American, is in New York.

Brown, MacDonald Forming Film Firm

COLONIAL Film Productions, Culver City, Cal., has been formed by Charles B. Brown, former advertising director of RCA Victor and NBC, and Colin MacDonald, producer-writer-composer. The firm will book, distribute and handle motion picture films for television, minute movies, educational sales training and entertainment.

Mr. Brown

Colonial controls distribution of stringless puppets, produced by Pan-A-Pictures, which is owned and operated by Mr. Brown, Mr. MacDonald, Lou Laredo and George Briggs. Colonial offices are now in Pan-A's Culver City Studios 11520-2 W. Washington Blvd. Puppets now being reproduced in the likenesses of famous American trade figures will deliver advertisers' messages in story form. Officials said several national advertisers have started projects with the firm.

Colonial's live-action units, with Jack McCoskey as producer, has completed several travelogues for RCA Victor's *World in Your Home* television program. The unit also shot Admiral Halsey's Third Fleet at sea and his arrival at San Francisco, and the film, sent by plane to New York, was televised by NBC a few hours later. Colonial is now preparing what is described as television's first visual gossip column, titled *This Week in Hollywood*, to be offered to sponsors in January.

CBS Holiday Show

WINDING up its Thanksgiving Day special broadcasts and its features highlighting "CBS Victory Loan Day", CBS presented *Drumbeats and Drumsticks*, a half-hour open house show on Nov. 22. Program, conducted by Marlin Hurt and Arthur Treacher, included entertainment by such top name stars as Frances Langford, Lauritz Melchior, Robert Alda, Chico and Harpo Marx, Tony Romano, and Ronald Colman.

"Get In On the Vict'ry Loan"

Words and Music by
ROBERT SOUR

Somebody you love's still overseas,
Too far to reach by phone;
If you wanna make sure he comes home fast,
GET IN ON THE VICT'RY LOAN!

And when he gets home you'd like to know
That he's back home to stay;
If you wanna make sure this peace will last
BUY VICT'RY BONDS TODAY!

He's got a big job to finish
That he can't do all alone,
So as long as we've got 'em good an' licked,
You gotta make sure we don't get tricked;
And this is the way to keep 'em licked:
GET IN ON THE VICT'RY LOAN!*

* * *

Written especially for the Victory Loan Drive
at the request of the Treasury Department

NOW BEING FEATURED ON
"MUSIC FOR MILLIONS"
Record No. 8
Evelyn Knight and Mark Warnow's Orchestra

* *Copyright 1945 by Broadcast Music, Inc.*

BMI BROADCAST MUSIC, INC.
580 FIFTH AVENUE NEW YORK 19, N.Y.
New York • Chicago • Hollywood

Making Steel Talk
• WATCH!

RFC

(*Continued from page 18*)

ports not yet assigned to a disposal agency. Recently RFC took over from Dept. of Commerce its Surplus Property Office, which handled consumer goods.

All this is confusing, but a new surplus sales agency, War Assets Corp., has been formed as a subsidiary of RFC [BROADCASTING, Nov. 19]. The setup is fuzzy at the moment, but eventually WAC may take over the entire job of coordinating the sale of war surplus property. It was conceived as a streamlining operation to speed up the movement of goods.

NAB takes the position that broadcasting offers RFC excellent opportunity to help move its billions in property. It has offered a number of specific suggestions ranging from institutional to fast-selling copy.

First NAB proposes a thrice-weekly coast-to-coast network program of five minutes or more originating in Washington, using a "Report to the Nation" pattern. This series would tell public, wholesalers and retailers basic facts about the overall surplus problem. It would be designed to prevent the widespread criticism that developed from movement of surplus after World War I.

Informative Type

The program would be of an informative type, explaining what there is to sell and how the public can buy surplus items. An informed public, it is contended, would be less likely to scent nonexistent scandals or cry to Congress about fictional grievances.

On the ground that radio is the most reliable means of bringing information to the public, NAB contends it can best tell the surplus story and tell the public how it can get information on what Uncle Sam has for sale.

NAB's second suggestion is a series of quarter-hour transcribed dramas to tell the public about the "end use" of surplus property items. These could be placed strategically in desired major market areas.

Basic idea of the discs would be to develop new uses and new users. Farmers, it is suggested, could be told how to buy certain machine tools for farm tasks and off-season occupations. Other examples could be cited indefinitely, NAB adds. By developing new markets, any harmful effects on existing manufacturers and markets would be minimized. Moreover, employment and national income would be increased.

Third NAB idea is a series of spot announcements on a regional basis to be placed by RFC branch offices as they wish, depending on what they have to sell. Here radio's flexibility is most helpful. Blanket contracts could be placed for announcements, with copy furnished right up to the last minute before going on the air to provide maximum timeliness when needed.

These spots would consist of sales copy, definitely listing available items and how to buy them. They could be used to call attention to catalog listings. Still more, they could be effectively aimed at any type of audience.

That's the NAB story. But RFC is so busy selling easy-to-unload capital and consumer items that it tends to take the short-range view. It hasn't had time to do much thinking about the fine points of advertising, but recognizes that it can't go on much longer with a come-and-get-it sales technique.

Army to Spend Half-Million for Radio In Advertising Drive to Aid Recruiting

AT LEAST a half-million of the Army's three million dollar advertising budget for recruiting will be spent on radio, Clarence L. Jordan, director of N. W. Ayer & Son, Philadelphia, told BROADCASTING last Thursday.

"Radio may get more than that," he said, "depending on the amount of time stations can clear for us. We are trying to get every station in the country lined up for spot announcements — probably chain breaks—live and transcribed."

Campaign is designed to appeal to discharged veterans, those still in the service who may reenlist, and all others. At the beginning of the drive in early November, the agency set out to buy all the football broadcasts scheduled on the networks. They purchased all games on Mutual and American.

In addition to the extensive use of spots, Mr. Jordan said that the Army may purchase other broadcasts of athletic events later in the season. Crossley ratings on the football broadcasts were in the high 30's, with a sponsor identification of over 16 million every Saturday.

"The spot announcements will be more like news items than sales talks," Mr. Jordan said. "We will try and explain the new voluntary enlistment act, how it applies, and what it offers. There is to be no high-pressure salesmanship."

N. W. Ayer & Son handled the enlistment campaigns for the Army in 1940-'41-'42. Francis Stiffler is account executive. Maj. Gen. Harold Gilbert, director of personnel procurement for the Army is Army supervisor.

The present budget Congress has allotted extends through June, the end of the government's fiscal year.

Rath Spots

RATH PACKING Co., Chicago, on Jan. 7 starts 12 to 18 spots weekly on the following Los Angeles and Texas stations: KHJ KECA KFWB KXYZ KRIS KEEW KRLD KTRH KTSA WRR KFJZ KONO. Los Angeles contracts are for 26 weeks; Texas, for 16. Agency is Young & Rubicam, Chicago.

SINGLETON RETURNS TO PORTLAND POST

HAROLD C. SINGLETON has completed his work at Radio Research Laboratory, Harvard U., Cambridge, Mass., and has returned to Portland, Ore., to resume his consulting engineering practice and his duties as chief engineer of KGW Portland, from which he has been on leave for nearly two years for the research work.

Mr. Singleton

Mr. Singleton's consulting practice, being expanded, will include work on broadcast station problems such as directive antenna design, allocation problems, FCC applications, and marine radio and radar installation and service. Alvin Barnard, former chief engineer of KIDO Boise, Ida. and during the war consultant to the Navy for Submarine Signal Co. on sonar and radar, is associated with Mr. Singleton in the consulting service.

Carter Expands

CARTER PRODUCTS, New York (Carter's Little Liver Pills), sponsor of John J. Anthony, 6 times weekly, 1:45-2 p.m. on Mutual, increases its coverage Dec. 3 from 10 stations to the full network of 250 stations. Ted Bates Inc., New York, is the agency.

OUR MESSAGE IS *TWO-FOLD*—BUT *SHORT*

Our business is that of creating and producing radio programmes that SELL. One—we can produce top-notch shows, in English, anywhere in Canada or the United States. Two—we understand French-speaking Canada thoroughly, and produce French radio shows for many leading advertisers. May we send you a brochure of radio shows available?

Our address is: Keefer Building, Montreal, P.Q.

RADIO PROGRAMME PRODUCERS
MONTREAL CANADA

AN AVAILABILITY YOU CAN'T AFFORD TO MISS

The MUSIC BUILDERS

A weekly half-hour musical presentation.

Production: A. O. Coggeshall
Direction: E. A. Rice
Arrangements: Frank D'Armond

For complete details write WGY, Schenectady, New York, or your nearest NBC Spot Sales Office.

50,000 watts—NBC—23 YEARS OF SERVICE
Represented Nationally by NBC Spot Sales

GENERAL ELECTRIC **WGY**

POPULATION OF U. S. PASSES 140 MILLION

U. S. population passed the 140,000,000 mark about Oct. 1, the Census Bureau estimated last week. According to Director J. C. Capt the population increased by about 8,330,725 in the years following the 1940 census. This compares with an increase of 8,894,229 in the 1930-40 decade. U. S. population in 1930 was 122,775,046; in 1940, 131,669,275.

Increase was due to wartime gain in births, with fewer deaths than usual. High year for births was 1943, when they exceeded 3,000,000. Earlier estimates that the population would stop increasing about 1990 are being reexamined by the bureau.

Dec. 28 Session Planned By FM Executive Group

FM Executive Committee, created Nov. 1 when NAB and FM Broadcasters Inc. were merged, will meet Dec. 28 at the Palmer House, Chicago. Chairman of the committee is Walter J. Damm, WTMJ and WMFM Milwaukee.

Program will include a survey of progress made since formation of the NAB FM Dept. headed by Robert T. Bartley, NAB director of government relations. Report will be made for submission to the NAB Board of Directors at its meeting in Los Angeles Jan. 3-4.

CJCJ Asks Increase

CJCJ Calgary has applied for an increase from 100 watts to 1 kw., it is learned from Radio Representatives Ltd., Toronto.

N. Y. RADIO BUREAU TO SERVE STATIONS

ESTABLISHMENT of a New York State Radio Bureau to act as information service through the State's broadcasting stations was announced last week by M. P. Catherwood, New York Commerce Commissioner, as managers of stations and public relations representatives of various New York State departments conferred at the De Witt Clinton Hotel, Albany.

Thomas C. Stowell of Albany, long identified with radio, theatrical and newspaper work, has been given leave from his post as assistant director of the Division of Public Health Education to serve as director of the Radio Bureau. Created at the request of the NAB Public Relations Committee for the region which includes New York, the Radio Bureau will handle information for all State departments and act as a central agency for contact with broadcasters. It will provide stations with spot announcements, transcriptions and other material of timely nature dealing with State Government activities.

Invitation of the NAB regional Public Relations Committee, officials said, was prompted by the stations' desire to expand public service. Robert C. Soule of WFBL Syracuse, committee chairman, said "we are anxious to serve the State in a constructive manner." Radio Bureau will function in the Division of State Publicity, Commerce Department.

'Highest' TV Transmitter Planned for Mt. Wilson

KLAUS LANDSBERG, West Coast director of Television Productions Inc., announced last week the company would construct "the highest television transmitter in the world", at an elevation of 5,800 feet, on the summit of Mt. Wilson near Los Angeles. Television Productions operates experimental television station W6XYZ at Paramount studios in Hollywood.

Construction is to begin immediately, with operations starting about Jan. 1. At that time, Mr. Landsberg said, the station's power will be increased to 4 kw.

Company now has an application pending before FCC for a San Francisco station, to which programs from Hollywood would be relayed. San Francisco outlet would have a 25-kw transmitter on Mt. Tamalpais and studios in the Paramount Theatre Building.

The Mt. Wilson station, designed under the supervision of Mr. Landsberg and his engineering staff, will include a transmitter building with living quarters for the operating personnel; standby power plant; transmitter tower with starting height of 50 feet, plus a 28-foot antenna mast. Provision has been made to increase tower height to 100 feet.

Col. Meservey to Serve In Civil Affairs Division

LT. COL. DOUGLAS W. MESERVEY, former NBC program executive and for the last six months military governor of Bremen, Germany, was transferred to War Department headquarters last week for a six months' tour in the Civil Affairs Division. He hopes to muster out of service upon his completion of this tour.

Col. Meservey

Col. Meservey served in Europe for 29 months of his 32 months in the Army. He left NBC in 1941 to join the Office of Facts & Figures in Washington (later OWI) and resigned his post as deputy director of OWI's radio activities to enter the Army.

NOVIK RESIGNS POST AS WNYC MANAGER

MORRIS NOVIK, general manager of WNYC New York, has resigned effective Dec. 31 coincident with the termination of Mayor F. LaGuardia's municipal duties.

Mayor LaGuardia announced Mr. Novik's resignation on his regular 1 p.m. broadcast Sunday Nov. 18 on WNYC, New York's municipal station. He referred to him as "a fine official who has established New York City radio station as one of the best in the city and whose war work has been so invaluable and for which the city has been thanked and praised by the Army and the Navy and all agencies of government."

It is expected that Mayor-Elect William O'Dwyer will ask Mr. Novik to remain in his present post. However, rumor has it that Mr. Novik will become Mayor LaGuardia's radio manager, if and when the mayor accepts a radio commitment. Mr. Novik has been handling the mayor's radio assignments for the past six years.

It is also known that American Broadcasting Co. has offered the mayor the 9:30 p.m. spot on Sundays which is being vacated by *Hollywood Mystery Time*, sponsored by Andrew Jergens Co. which is reducing its time from 45 minutes to a half-hour.

Here's the Answer!

You've heard it—"the coming of peace will bring collapse to war production centers."

Here's South Bend's answer to *that* one—gas, electric and telephone installations are still going *up*, and *South Bend hums with peacetime production.*

	September 1944	September 1945
Gas	25,119	25,541
Telephone	30,719	31,208
Electric	31,371	31,889

Who's leaving where? We don't know *all* the answers, but we *do* know it's *not* South Bend they're leaving! And we do know that our "Hooperating," always terrific, looks better than ever, too. A copy is yours for the asking.

COLUMBIA NETWORK

WSBT SOUTH BEND

960 KC 1000 WATTS

Paul H. Raymer Co., National Representatives

KXOK

ST. LOUIS 630 KC.

5000 Watts Full Time

American Broadcasting Co.

Represented by John BLAIR & CO.

Report on Rules and Regulations and Standards Of Good Engineering Practice for Commercial Television

(See story on page 15)

FCC policy on rules to be adopted concerning television, covering allocations, operating schedules, multiple ownership, network regulations, sharing of antenna sites, announcement of mechanical reproductions, and station identification are contained in this report.

This report contains the Commission's decision with respect to the seven suggested rules and regulations concerning commercial television broadcast stations operating below 300 mc. which were set forth in the Commission's order of September 20, 1945, and which were the subject of oral argument on October 11 and 12. Only the substance of these rules and regulations is discussed in this report. The text of the rules and regulations themselves and the standards of good engineering practice based upon these regulations will be issued in the immediate future.

I.

The allocation plan which was set forth as Item 7 in the order of September 20, 1945, will be discussed first. Three types of stations were proposed: Community, Metropolitan, and Rural. There was general agreement among those appearing at the hearing that this was a proper classification of television stations and the rules will so provide.

In the order of September 20, 1945, the Commission proposed that channels 1, 12 and 13 be set aside for Community stations and the remainder be used for Metropolitan or Rural stations. Under this proposal New York City would have only four television stations but this would make possible at least one television station in practically all of the larger cities in the country. Under the industry proposals which had theretofore been made to the Commission, New York City would have 7 stations but many important cities would not be able to have any television stations.

At the hearing Television Broadcasters Association suggested a different assignment from that proposed in the Commission's order. Instead of using three channels for Community stations, it proposed that only one channel, No. 1, be used for Community stations and that the remaining channels should be used for Metropolitan or Rural stations. In addition, it pointed out that provision could be made for 7 stations in New York if directional antennas were employed in some of the smaller cities. Data were submitted in support of this plan.

The Commission has carefully studied the TBA proposal and the data submitted therewith. The Commission is of the opinion that it is desirable to have 7 television stations in New York City if this can be done without depriving other important communities of the opportunity of having any television station. An examination of the TBA proposal reveals that there are several disadvantages in attempting to accomplish this objective by the use of directional antennas. In the first place, the Commission desires to avoid as much as possible the resort to directional antennas for television. With the great increase in civil aviation as a result of the war, it is going to be increasingly difficult to find suitable antenna sites that do not constitute a hazard to air navigation. If directional antennas are used, there is much less flexibility in choosing antenna sites, thus increasing the possibility of conflict with air navigation requirements. Moreover, directional antennas will have to be located away from cities with the result that problems of shadows and multipath distortion in rendering service to cities will be much greater than where the antenna is located in the city itself—in most instances antennas can be located in the city itself where no directional antenna is required.

In the second place, the directional antenna patterns proposed by TBA result in many instances in highly artificial service areas with a good part of the station's signal strength being directed out to sea. Moreover, the service area of the stations using directional antennas would be no larger than that of a Community station but such stations would be as expensive to construct and operate as Metropolitan stations.

The Commission has devised a plan which meets the objectives of the TBA proposal but does not involve the use of directional antennas. Under this plan it will be possible to have 7 television stations in New York City and to have as many television stations in the other cities throughout the country as was proposed in the TBA plan. Generally speaking, what has been done is to provide for Community stations in the smaller communities where the TBA plan had proposed high-power stations with directional antennas. In addition, television stations have been located somewhat closer together in the eastern part of the United States than was done in the original Commission proposal with the result that in many instances stations may not be able to serve out to their 500 uv/m contour. However, on an overall basis the average service area of all stations in the eastern part of the United States will be greater under the Commission proposal than under the TBA proposal.[1] Under the Commission's plan only television channel No. 1 will be designated as a Community channel. All of the other television channels will be available for either Metropolitan or Rural stations. However, in the smaller cities Community stations will be assigned to these channels.

Under the rules and regulations the official standard of protection of television stations will be the 5000 uv/m contour. The Commission will, however, make every effort wherever possible to permit stations to serve beyond their 5000 uv/m contour but no protection can be accorded beyond that contour.

In the table below, there are set forth the channels which are available at the present time under the Commission's new allocation. The table will be revised from time to time depending upon the demand for television stations which may exist in the various cities. Where it is desired to use a different channel in such area or to use another channel in an area conflicting therewith, it must be shown that public interest, convenience, and necessity will be better served thereby than by the allocation set forth in the table.

[1] In the remainder of the country, there is no difference between the TBA proposal and the Commission's allocation.

Metropolitan District (U. S. Census 1940)	Sales Rank	Population	Channel Numbers Metropolitan	Channel Numbers Community	Total Stations Metropolitan	Total Stations Community
Akron	35	349,705	11	..	1	..
Albany, Schenectady, Troy	23	431,575	2, 4, 7, 9, 11	..	5	..
Allentown, Bethlehem, Easton	43	325,142	....	8	..	1
Altoona	111	114,094	9	..	1	..
Amarillo	136	53,463	2, 4, 5, 7	..	4	..
Asheville	132	76,324	5, 7, 12	..	3	..
Atlanta	25	442,294	2, 5, 8, 11	..	4	..
Atlantic City	83	100,096	....	8	..	1
Augusta, Ga.	135	87,809	6, 12	..	2	..
Austin	106	106,193	8, 10, 12	..	3	..
Baltimore	13	1,046,692	2, 11, 13	..	3	..
Beaumont, Port Arthur	90	138,608	3, 6, 8, 10	..	4	..
Binghamton	75	145,156	12	..	1	..
Birmingham	42	407,851	4, 9, 13	..	3	..
Boston	5	2,350,514	2, 4, 7, 9, 13	..	5	..
Bridgeport, Conn.	53	216,691	....	1	..	1
Buffalo, Niagara	14	857,719	4, 7, 9, 13	..	4	..
Canton, Ohio	63	260,352	....	1	..	1
Cedar Rapids	115	73,919	7, 11	..	2	..
Charleston, S. C.	127	98,711	7, 10, 13	..	3	..
Charleston, W. Va.	88	136,332	7, 11, 13	..	3	..
Charlotte	99	119,986	3, 9, 11	..	3	..
Chattanooga	76	131,915	3, 6, 10, 12	..	4	..
Chicago	2	4,499,126	2, 4, 5, 7, 9, 11, 13	..	7	..
Cincinnati	16	799,369	2, 4, 7, 11	..	4	..
Cleveland	9	1,214,943	2, 4, 5, 7, 9	..	5	..
Columbia	117	89,555	2, 4, 8	..	3	..
Columbus, Ga.	133	99,478	3, 12	..	2	..
Columbus, Ohio	29	365,796	3, 6, 8, 10	..	4	..
Corpus Christi	121	70,677	3, 6, 8, 10	..	4	..
Dallas	27	376,548	4, 8, 12	..	3	..
Davenport, Rock Island, Moline	67	174,995	2, 4, 5, 9	..	4	..
Dayton	44	271,513	5, 13	..	2	..
Decatur	129	65,764	2	..	1	..
Denver	26	384,472	2, 4, 5, 7, 9	..	5	..
Des Moines	59	181,971	2, 4, 5, 9	..	4	..
Detroit	6	2,995,867	2, 4, 5, 7, 9	..	5	..
Duluth, Superior	72	157,098	3, 6, 8, 10	..	4	..
Durham	139	69,683	4, 7	..	2	..
Ft Paso	105	115,801	2, 4, 5, 7	..	4	..
Erie	95	134,039	12	..	1	..
Evansville, Ind.	93	141,614	2, 11	..	2	..
Fall River, New Bedford	55	279,648	....	1	..	1
Flint	64	188,554	11	..	1	..
Fort Wayne	81	134,385	2, 4, 7, 9	..	4	..
Fort Worth	51	207,677	2, 5, 10	..	3	..
Fresno	79	97,504	2, 4, 5, 7	..	4	..
Galveston	131	71,677	9 11, 13	..	3	..
Grand Rapids	57	209,873	7, 9	..	2	..
Greensboro	130	73,055	2, 10	..	2	..
Hamilton, Middletown	110	119,686	9	..	1	..
Harrisburg	70	173,367	8	..	1	..
Hartford, New Britain	20	502,193	8, 10	..	2	..
Houston	21	510,397	2, 4, 5, 7	..	4	..
Huntington, W. Va.; Ashland, Ky	92	170,979	5	..	1	..
Indianapolis	24	455,357	3, 6, 8, 10, 12	..	5	..
Jackson	128	88,003	2, 4, 5, 7	..	4	..
Jacksonville	66	195,619	2, 4, 6, 8	..	4	..
Johnstown, Pa.	100	151,781	13	..	1	..
Kalamazoo	112	77,213	3	..	1	..
Kansas City, Mo.; Kansas City, Kans	17	634,093	2, 4, 5, 9	..	4	..
Knoxville	87	151,899	2, 4, 8, 11	..	4	..
Lancaster	91	130,027	....	4	..	1
Lansing	94	110,356	6	..	1	..
Lincoln	109	88,191	10, 12	..	2	..
Little Rock	98	106,724	3, 6, 8, 10	..	4	..
Los Angeles	3	2,904,596	2, 4, 5, 7, 9, 11, 13	..	7	..
Louisville	33	434,408	5, 9	..	2	..
Lowell, Lawrence, Haverhill	45	334,969	6	..	1	..
Macon	137	74,830	4, 7, 10	..	3	..
Madison	101	78,949	9	..	1	..
Manchester	118	81,992	....	..	..	1
Memphis	37	339,477	2, 4, 5, 7, 9	..	5	..
Miami	38	250,547	2, 4, 5, 7	..	4	..
Milwaukee	15	700,996	3, 6, 8, 10	..	4	..
Minneapolis, St. Paul	11	941,077	2, 4, 5, 7, 9	..	5	..
Mobile	119	144,906	3, 5, 9, 11	..	4	..
Montgomery	126	99,697	6, 10	..	2	..
Nashville	56	241,769	4, 5, 7, 9	..	4	..
New Haven	39	308,928	....	6	..	1
New Orleans	31	540,030	2, 4, 6, 7, 10	..	5	..
New York, Northeastern New Jersey	1	11,690,520	2, 4, 5, 7, 9, 11, 13	..	7	..
Norfolk, Portsmouth, Newport News	47	330,396	4, 7, 11, 13	..	4	..
Oklahoma City	52	221,229	2, 4, 5, 9	..	4	..
Omaha, Council Bluffs	40	287,969	3, 6, 7	..	3	..
Peoria	69	163,566	3, 6, 12	..	3	..
Philadelphia	4	2,898,644	3, 6, 10, 12	..	4	..
Phoenix	84	121,878	2, 4, 5, 7	..	4	..
Pittsburgh	8	1,994,660	3, 6, 8, 10	..	4	..
Portland, Maine	89	106,566	3, 8	..	2	..
Portland, Oreg.	22	406,406	3, 6, 8, 10, 12	..	5	..
Providence, R. I.	18	711,500	11	..	1	..
Pueblo	140	62,039	3, 6, 8, 10	..	4	..
Racine, Kenosha	97	135,075	....	1	..	1
Reading	73	175,355	....	5	..	1
Richmond	48	247,674	3, 6, 8, 10	..	4	..
Roanoke	104	110,593	5, 9, 12	..	3	..
Rochester	28	411,970	2, 6, 11	..	3	..
Rockford	102	105,259	12	..	1	..
Sacramento	54	158,999	3, 6, 10	..	3	..
Saginaw, Bay City	77	153,388	3, 8, 13	..	3	..
St. Joseph	129	86,991	13	..	1	..
St. Louis	10	1,367,977	4, 5, 7, 9, 13	..	5	..
Salt Lake City	58	204,488	2, 4, 5, 7, 9	..	5	..
San Antonio	50	319,010	2, 4, 5, 7, 9	..	5	..
San Diego	49	256,268	3, 6, 8, 10	..	4	..
San Francisco, Oakland	7	1,428,525	2, 4, 5, 7, 9, 11	..	6	..
San Jose	78	129,367	13	..	1	..
Savannah	114	117,970	3, 5, 9, 11	..	4	..
Scranton, Wilkes-Barre	30	629,581	11	1	1	1
Seattle	19	452,639	2, 5, 7, 11	..	4	..
Shreveport	96	112,225	2, 4, 6 8	..	4	..
Sioux City	107	87,791	4, 9, 11, 13	..	4	..
South Bend	80	147,022	....	1	..	1
Spokane	71	141,370	2, 4, 5, 7, 9	..	5	..
Springfield, Ill.	103	89,484	8, 10	..	2	..
Springfield, Mass.; Holyoke	32	394,623	3	1	1	1
Springfield, Mo.	134	70,514	2, 4, 5, 9	..	4	..
Springfield, Ohio	125	77,406	....	1	..	1
Stockton	108	79,337	8	..	1	..
Syracuse	46	258,352	5, 8, 10	..	3	..
Tacoma	74	156,018	4, 9, 13	..	3	..
Tampa, St. Petersburg	61	209,693	2, 4, 5, 7	..	4	..

(Continued on page 84)

Report on TV Rules

(Continued from page 83)

Metropolitan District (U. S. Census 1940)	Sales Rank	Population	Channel Numbers Metropolitan	Channel Numbers Community	Total Stations Metropolitan	Total Stations Community
Terre Haute	116	83,370	4	..	1	..
Toledo	34	341,663	13	..	1	..
Topeka	123	77,749	7, 11	..	2	..
Trenton	60	200,128	....	1	..	1
Tulsa	65	188,562	3, 6, 8, 10	..	4	..
Utica, Rome	68	197,128	3, 13	..	2	..
Waco	138	71,114	3, 6, 9, 11	..	4	..
Washington	12	907,816	4 5, 7, 9	..	4	..
Waterbury	85	144,822	12	..	1	..
Waterloo	120	67,050	3, 6, 13	..	3	..
Wheeling	82	196,340	12	..	1	..
Wichita	86	127,308	2, 4, 5, 9	..	4	..
Wilmington	62	188,974	....	7	..	1
Winston-Salem	124	109,833	6, 8	..	2	..
Worcester	41	306,194	5	..	1	..
York	113	92,627	....	1	..	1
Youngstown	36	372,428	13	..	1	..

II.

With respect to the other rules and regulations which were set forth in the Commission's order of September 20, 1945, the Commission took the following action:

(1) **Minimum operating schedule.** All commercial television stations will be required to operate a minimum of 28 hours a week with a minimum of two hours a day. The Commission will carefully scrutinize this minimum operating requirement with the view of progressively increasing it so that there will be a maximum utilization of each channel. In addition, the Commission will give consideration to any proposal that different minimum requirements be established for different types of stations or for various cities of different sizes.

The Commission is not making any compulsory requirement at this time for the sharing of television channels. However, applications will be considered from persons who desire to enter into a voluntary sharing arrangement of a television channel.

(2) **Multiple ownership.** The rule on multiple ownership is as follows:

(a) No person (including all persons under common control) shall, directly or indirectly, own, operate or control more than one television broadcast station that would serve substantially the same service area as another television broadcast station owned, operated, or controlled by such person.

(b) No person (including all persons under common control) shall, directly or indirectly, own, operate, or control more than one television broadcast station, except upon a showing (1) that such ownership, operation, or control would foster competition among television broadcast stations or provide a television broadcasting service distinct and separate from existing services, and (2) that such ownership, operation, or control would not result in the concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity; **provided, however,** that the Commission will consider the ownership, operation, or control of more than five television broadcast stations to constitute the concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity.

(3) **Network regulations.** The chain broadcasting regulations are made applicable to television stations.

(4) **Use of common antenna site.** The Commission is adopting this rule in the form in which it was set forth in the Commission's order of September 20, 1945. The rule reads as follows:

No television license or renewal of a television license will be granted to any person who owns, leases, or controls a particular site which is peculiarly suitable for television broadcasting in a particular area; and (1) which is not available for use by other television licensees; and (2) no other comparable site is available in the area; and (3) where the exclusive use of such site by the applicant or licensee would unduly limit the number of television stations that can be authorized in a particular area or would unduly restrict competition among television stations.

(5) **Announcement of mechanical reproductions.** Mechanical reproductions will have to be announced either at the beginning or at the end of each such mechanical reproduction or of the program in which such reproduction is used. No announcement will be required where mechanical reproductions are used for background or incidental effect, station identification, etc.

(6) **Station identification.** Station identification announcements, both aural and video, will be required at signing on and signing off by the station. In addition, station identification announcements will be required at least once each hour on the hour and may be either by video or aural means.

FEDERAL COMMUNICATIONS COMMISSION
T. J. Slowie,
Secretary

FCC Modifications Made in High Band

Navigation Aid Improvements Affect Allocations

IN VIEW of developments in various types of equipment used as aids to marine and air navigation as considered at a recent meeting of representatives of FCC and Interdepartment Radio Advisory Committee, the Commission last week announced several minor modifications in allocations from 25,000 to 30,000,000 kc. Plan was first issued May 25 [BROADCASTING, May 21].

Under modification, Navigation Aids formerly designated (International Service and U. S. Allocation) in 960-1145 mc band now are 960-1215 mc. Amateur (both International and U. S.) 1145-1245 mc designation is now 1215-1295 mc. The former 1245-1325 mc assignment covering Fixed and Mobile except Aero under International and Television under U. S., is now 1295-1375 mc with same International Service but U. S. allocation designated as Non-Governmental and available to television relay. The former 1325-1375 mc section, Fixed and Mobile under International Service and Non-Governmental, Fixed and Mobile, including Aero under U. S. Allocation, becomes 1375-1425 mc and drops Aero assignment under U. S. division. The former 1375-1600 mc band is reduced to 1425-1600 mc, retaining Fixed and Mobile under International Service and Governmental under U. S. allocation.

Recent developments in altimeter equipment have lead to moving of the air navigation aid band formerly set 3700-3900 mc to 4000-4200 mc (both International and U. S.), position occupied in U. S. by Non-Governmental and which portion shifts to 3700-4000 mc. The relative international service is Fixed and Mobile except Aero.

UE Petition Dismissed

DISMISSAL of petition filed by United Electrical, Radio and Machine Workers of America (CIO) for investigation and certification of representatives of employes of De Jur Amsco Corp., Long Island City, was ordered last week by NLRB. The board asserted that 155 of 312 eligible employes cast valid votes in an election Aug. 21, and that 28 were for and 127 against the union. Union's objections charging company interference and coercion in the election were overruled. Company makes potentiometers, electrical indicating instruments and exposure meters.

Maynard Resigns

GEORGE MAYNARD has resigned from NBC's production staff, where he was a program director, because of a feeling that he had been "singled out for union activity", he said last week. Secretary of the Radio Directors Guild, which recently negotiated contracts with the networks, Mr. Maynard charged that during negotiations NBC had attempted to get him to quit and had offered a year's severance pay for his resignation. He refused at that time, he said, but "when they still wanted me to quit after the negotiations were over, I took four months' severance pay plus the retroactive increase due me as a result of the Guild contract and resigned." Mr. Maynard will do freelance production, he said. He is also teacher of a class in advanced radio production at Columbia U.

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Audition Samples Free of Charge
WRITE or WIRE CHARLES MICHELSON 67 WEST 44th STREET, N. Y. 18, MU 2-3376—5168

German Film Sound Recording System Offers Depth Illusion

FIRST technical information on operation of German broadcasting and communications equipment, based on enemy equipment seized by the United States, has been made available at the Dept. of Commerce. Publication Board of the department is compiling facts on hitherto secret devices for the benefit of American industry.

Production techniques more advanced than those used in this country have been revealed in many cases. The Board points out, though, that some products and processes may also be the subject of U. S. patents and patent studies should be made before pursuing practical applications.

A film sound recording system said to offer an illusion of auditory depth is described in a report by Lt. H. B. Lee III, USNR, Naval Technical Mission in Europe. It is called the Stereophon and was developed by Dr. Carlheing Becker, of Thansau uber Rosenheim, Germany.

Lt. Lee describes him as a capable German physicist who started development of the idea in 1938. In 1942 the Nazi government ordered him to convert it to an explosion power recorder. Work on this was stopped in 1944 and Dr. Becker was ordered to make high-voltage power supplies. He has stated willingness to do developmental work for the Allies. He and his staff of a dozen are described as thoroughly competent, operating a well equipped laboratory and machine shop, undamaged and ready to function.

Idea of the Stereophon is to employ several mikes during recording and a like number of loudspeakers properly placed for reproduction, providing a stereophonic impression. Two mikes and speakers produce "very great" improvement over one, it is stated; advantage of three over two is not as great, and four over three still less.

In application three sound tracks are recorded on film. Each is .7 millimeters wide, with three channels requiring a track of 2.65 millimeters, all that can be accommodated on standard film.

Lt. Lee describes operation of the Stereophone as follows:

The output of each microphone is fed to a low frequency amplifier capable of accurately passing frequencies from 23 to 10,000 cycles. From each such amplifier, the signal passes to a pair of oppositely connected diodes which split the signal into plus and minus components. This system of half wave recording is used because it offers a very great advantage in noise reduction. Half-wave recording dates back to 1881. When it is employed, the non-modulated positive sound track is completely dark without resort to "noiseless" equipment and the amplitude of film noise is almost zero. Each half wave signal is then amplified in conventional manner by stages having a band-width of 20 kc because of the harmonic introduced by the phase split.

Actual modulation of the light beam that is impressed on the film takes place in a Kerr Cell. The characteristics of the solution used in this cell (nitro benzene) are such that excessive electrolysis would occur if it were operated by the half wave intelligence frequencies. To avoid this, it is necessary to operate the cell by a higher frequency signal modulated by the half wave intelligence frequencies. Accordingly, a single oscillator stage provides a 170 kc signal to each of six mixer or modulator stages where the 170 kc signal is modulated by the six half wave intelligence bands. Adjustable gain 170 kc amplifiers are provided so that the modulation can be properly controlled. The output of each mixer stage is passed through a band pass filter to eliminate undesired modulation products, and is fed to one plate of the Kerr Cell, which cell serves to wed the electrical and optical systems.

The light source is a high pressure mercury lamp giving monochromatic light which is passed through a convex lens to the first of a pair of Nicol prisms. Between the Nicol prisms is the Kerr Cell. In traversing the first Nicol prism, the light is plane polarized and, if no signal were applied to the Kerr Cell, would be completely cut off by the polarizing effect of the second prism. The Kerr Cell, however, has the property of altering the polarization of light traversing it in accordance with an applied signal. Due to this property, light is passed by the seond Nicol prism in an amount that varies with the impressed signal. After leaving the second Nicol prism, the modulated light is focused on the moving negative film by a pair of lenses and the signal is thus recorded.

The film drive system is worthy of mention because the possibility of uneven motion, due to film sprockets, is eliminated. Two separate synchronous motor drives are used. One drives the film wind and unwind sprockets and the other drives a transparent wheel over which the film passes to receive the modulated light. Two rubber idlers keep the film up against this latter wheel and insure that there is no sprocket effect at this point. The effect of the wind and unwind sprockets is insulated by loops of film between these sprockets and the transparent wheel. The speed of the transparent wheel can be varied mechanically using a a variable ratio drive so that the proper amount of looping can be obtained.

Essential data on the recorder are:

Signal Frequency Range—23 to 10,000 cycles.

Dynamic Range—60 db without resort to expansion and compression.

Distortion—Less than 3% over the whole dynamic range.

Film Noise—70 db below greatest amplitude.

Film Velocity—45 cm/sec.

Sound Track Width—2.65 mm.

Price Reports German Observations to Truman

REPORT of Byron Price, former Director of the Office of Censorship, based on his mission abroad to study relationship between German civil population and the American Army of Occupation, has been submitted to President Truman. It will be made public in due time the President said at his Tuesday news conference.

Mr. Price discounted statements that his report was being held up because it contained "dynamite". It is thought the report may contain information on the place broadcasting takes in postwar Germany.

Symphonies on American

SYMPHONIES FOR YOUTH, weekly 45-minute series under auspices of Southern California Symphony Assn., starts on American stations on Jan. 12. Program will air from Los Angeles Philharmonic Auditorium, with Alfred Wallenstein, symphony conductor. Audience is to be entirely composed of students. Intermission musical quiz is conducted by Thomas Freebairn Smith.

FARM SAFETY RADIO GROUP MEETS DEC. 3

DIRECTORS of the National Safety Council's Farm Safety Radio Committee will discuss plans for the third national Farm Safety Week at luncheon Dec. 3 at the Stevens Hotel, Chicago.

Everett Mitchell, agricultural director of NBC central division and chairman of the Council's committee, will emphasize the importance of National Farm Safety Week, July 21-7, 1946, as part of campaign in response to President Truman's request that the Council continue its war against accidents.

Labor FM

(*Continued from page 20*)

change among the union's four proposed stations.

Stock in Amalgamated Broadcasting System is divided in 20% blocks among Amalgamated Clothing Workers and its joint boards in New York, Chicago, Rochester and Philadelphia.

UAW 10 days ago authorized expenditure of $400,000 for establishment of the six stations it proposes [BROADCASTING, Nov. 19]. The applications, originally filed a year ago, estimate installation costs at $110,000 each in Newark, Chicago, Cleveland, Los Angeles, and Detroit, and $34,250 in Flint. Monthly operating costs of $6,700 and revenue of $13,500 were estimated for the stations in Newark, Chicago, Cleveland and Detroit. Flint application estimates monthly costs at $3,240 and revenue at $6,750. Operating costs and revenue are not estimated for the Los Angeles station.

The UAW stations would operate 18 hours daily. At least 25% of programming would be educational and would provide opportunity "for the maximum of free discussion to all groups and classes without discrimination."

ILGW officials said $250,000 had been set aside for establishment of its proposed stations, and that $200,000 more could be borrowed to carry them over their early operations. They said the stations, after selling enough time to make them self-sustaining, would devote the bulk of their broadcasts to social, cultural, and spiritual programs.

Chicago Federation estimated that installation of its proposed FM station would cost $30,405. There was no estimate of operating cost or revenue. With no commercial programs at the start, shows would be about 70% musical, 20% educational, and 10% news. It would operate eight hours daily.

Peoples Radio Foundation Inc. said the station it seeks in New York would operate eight hours daily, with 55% of its schedule commercial and 45% sustaining. Programs would include entertainment, educational, fraternal, and religious broadcasts and news. Initial cost was estimated at $19,500; monthly operating, at $2,700.

THE VOICE OF MISSISSIPPI

WJDX

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NBC

It's The YIELD That Counts

In Mississippi, we think in terms of yields because we live in an agricultural economy. Cotton acres in Mississippi almost double the yield of the largest cotton-producing state. The sweet potato yield per acre is the largest in 16 years, and the corn crop was 6½ million bushels larger than the 1944 crop. These are cash crops! Alert advertisers find they get a comparable yield on advertising dollars spent in this State of Opportunity.

WJDX—the DOMINANT "Voice of Mississippi" effectively, efficiently covers this growing market.

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LAMAR LIFE INSURANCE COMPANY
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4,955,144 spindles spinning VICTORY

...daily producing cotton cloth to wrap around the world. Produced from "picker to bolt" in the 16-county WSPA Primary Area.

CBS

WSPA SPARTANBURG, SOUTH CAROLINA
Home of Camp Croft
5000 watts Day, 1000 watts Night
950 kilocycles, Rep. by Hollingbery

THERE'S ONLY **1** TRIBOROUGH BRIDGE *but* WHN REACHES **2** NEW YORKS!

(The population of WHN's primary coverage area is 15,398,401, more than TWICE the number of people in New York City proper.)

WHN

Dial 1050 50,000 watts

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". . . You have perfected AP to an all-time high in radio news services."

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SEATTLE TACOMA

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The Friendly Station

50,000 Watts
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CBS

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Represented by FREE & PETERS, Inc

SERVICE

TWENTY YEARS OF FAITHFUL SERVICE TO AMERICAN AGRICULTURE MAKES WIBW THE MOST-LISTENED-TO-STATION IN KANSAS AND ADJOINING STATES.

WIBW The Voice of Kansas in TOPEKA

Favoritism Alleged In Mich. Elections

CONTINUING its vigilance on rules requiring "equal opportunities" for political broadcasts, the FCC last week designated for hearing complaints charging WHLS Port Huron, Mich., with favoring one candidate over another.

The Commission received complaints from rival candidates for city commissioner during an election last April. One charged the station with refusing him time on the ground a script he submitted was unsuitable for broadcast. Another complaint charged the station with refusing time to "any candidate" out of fear the first candidate would cause it trouble.

The Commission order designating the hearing is based on the belief that the station granted the candidate who charged censorship, Carl E. Muir, time for a political address about a month before election. This contention has been challenged by the station. Mr. Muir won the election.

Hearing is to determine whether the station's alleged refusal to accept the script offered by Mr. Muir and to deny its facilities to any of the candidates constitute violation of Section 315 of the Communications Act.

Stations Offered Plan for Syndicated Promotion

A SYNDICATED PROMOTION service for radio stations has been developed by Noble & Swars Inc. (new name of Walter P. Burn & Associates, which was taken over by William Noble and Lawrence Swars following Mr. Burn's retirement a few months back). Mr. Swars will soon start on a cross-country tour to explain the service to station managers.

Production of the material will be under the supervision of Hartley Samuels, who has been a promotion executive at CBS, WHN New York, Atlantic Coast Network and, most recently, NBC; and John L. Fox, former art director of Lennen & Mitchell, New York. They will handle the overall planning and will coordinate the copy and art work.

Production Team

DAN SEYMOUR, announcer-producer, has formed a new radio program producing team, P. L. S. Productions, with Tony Leader, radio director, and Judson Phillips, script writer. Organization has offices at 10 E. 43rd St. New York. H. Philip Minis and Blake Cabot have joined the script staff headed by Judson Phillips. *You Make the News* a P. L. S. production started on Mutual Nov. 15, Thursdays, 10-10:30 p.m.

Zuzulo Job Expanded

FRANK ZUZULO, trade news editor with Mutual, has been named assistant to Jim O'Bryon, director of public relations for Mutual. Mr. Zuzulo will continue with his trade news duties.

Proximity Fuse Proves Quality Possible in Large Production

Dr. Selvidge

Mr. Diamond

ALTHOUGH THE RADIO proximity fuse is ranked by many as second only to the atomic bomb in shortening the war, its greatest importance to the radio industry probably lies in the fact that its developers proved quality control in large scale production is possible.

This point was brought out by Dr. Harner Selvidge, head of the Rugged Tube Division of the Johns Hopkins Applied Physics Labs, speaking in Washington last Monday before a meeting of the Institute of Radio Engineers. The rugged tube is the special type used in the proximity fuse made by Johns Hopkins Labs with U. S. Bureau of Standards. Harry Diamond, chief of the Bureau's Ordnance Development Division also spoke.

Big Scale Production

Dr. Selvidge revealed that production was on such a large scale that by the end of the war there were more rugged tubes produced than the entire output of the whole tube industry before the war. Each tube was tested for quality before it left the assembly lines, he said. They could not take chances with duds.

Every tube was centrifuged to test its resistance to gravity. So "rugged" was the tube in final development, that it reached from 18,000 to 20,000 G, an astronomical figure in usual terms of gravitational resistance.

The Germans had been experimenting with acoustic proximity fuses, Dr. Selvidge told the group, and were greatly interested in U.S. research along those lines. In fact, he said, when a group of German spies landed in this country in 1941, after cross-examination, they revealed that the first problem they were to solve was: "Does the U.S. have a photo-electric proximity fuse?"

This country had been working on the idea of radio-controlled fuses in projectiles for some time, according to Dr. Selvidge. In 1940, the Office of Scientific Research and Development set the project into high gear, with Army and Navy splitting the responsibility of its development. Signal Corps, Dr. Selvidge said, did the majority of Army procurement.

There were two projects on radio proximity fuses, the scientist said, one for spinning projectiles; the other for nonwhirling projectiles. The first was undertaken by Johns Hopkins; the second by the Bureau of Standards.

Technical Aspects

Mr. Diamond addressed the meeting on the more technical aspects of the fuse. He pointed out, illustrating with slides, that one of the great advantages of the radio proximity fuse is its wide target area. Radio impulses sent off by the tiny transmitter within the nose of the projectile go out in a figure eight design, or roughly, in the shape of a widened propeller.

Any object coming within that electronic area sends back an echo and causes the bomb to explode, spraying the target with killing fragments, he explained. Chances of a hit are increased many times over usual projectiles because of the wider target area of the radio beam. This is true of ground as well as air targets, as other type ammunition causes great damage only upon direct contact, while the radio proximity fuse causes an explosion above ground, and permits thousands of fragments to "rain" upon the area.

"The foxhole would have been extinct if we had had the radio proximity fuse a few years before we did," he added.

The fuse was put into operation as soon as it was, he said, because it was one of the few instruments of warfare that required no special training for handling. All the testing and most of the assembly was done at the factories. The batteries, sent in a separate container, had to be screwed onto the radio unit, the whole then screwed into the projectile. That was practically all the knowledge needed for their use.

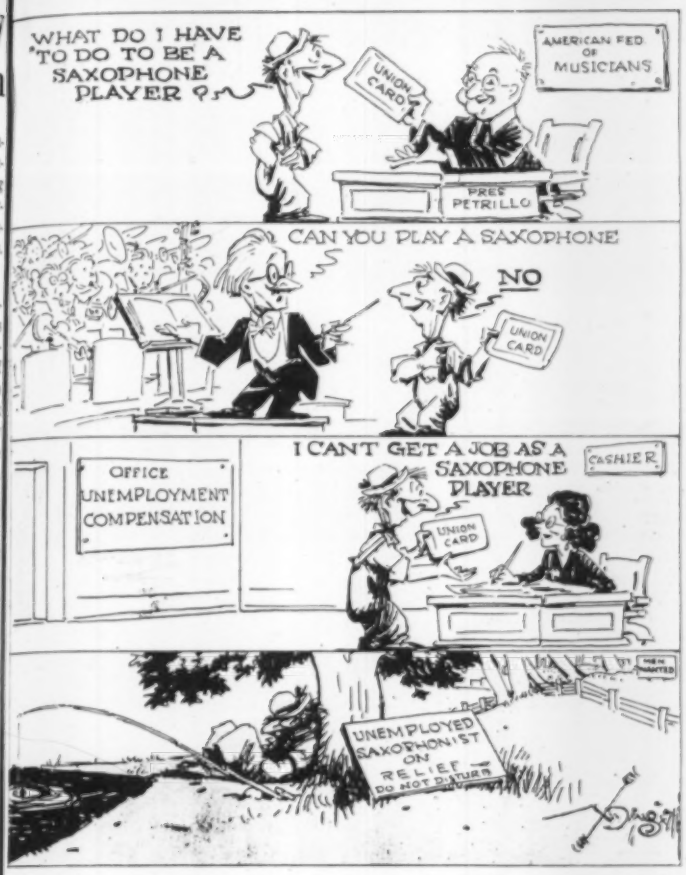
Weston Plans

WESTON BISCUIT Co., New York, through Calkins & Holden, New York, may start using radio after the first of the year to promote the new product, Crack-ettes.

In the **UTAH** *market*

The Station That **DOES** Things

KDYL
SALT LAKE CITY
UTAH'S NBC STATION
JOHN BLAIR & CO. National Representative


WHAT DO I HAVE TO DO TO BE A SAXOPHONE PLAYER ?
UNION CARD
AMERICAN FED OF MUSICIANS
FREE PETRILLO
CAN YOU PLAY A SAXOPHONE
NO
UNION CARD
OFFICE UNEMPLOYMENT COMPENSATION
I CANT GET A JOB AS A SAXOPHONE PLAYER
CASHIER
UNION CARD
UNEMPLOYED SAXOPHONIST ON RELIEF DO NOT DISTURB

—J. N. (Ding) Darling in the Des Moines Register.

Banner & Greif

JACK BANNER, recently released from the U. S. Maritime Service where he was lieutenant commander and previously public relations director of WNEW New York, and Ed Greif, formerly feature editor of NBC's press department, have formed a public relations firm, Banner & Greif. New company will specialize in radio publicity and special motion picture exploitation. Offices are located at 424 Madison Ave., New York. Phone is Eldorado 5-3510.

Sugar Bowl Game

GILLETTE SAFETY RAZOR Co., Boston, will sponsor the New Year's Day broadcast of the Sugar Bowl game on 190 American stations. Agency is Maxon Inc., New York.

We've living in the PRESENT
With our eyes upon the FUTURE
UNIVERSAL'S
9 studios in Hollywood
11 studios in San Francisco
are
Spacious, Modern, Well Equipped
and geared to meet
the coming keen competition
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for information write
UNIVERSAL BROADCASTING COMPANY
HOLLYWOOD
6757 Hollywood Blvd.
SAN FRANCISCO
Mark Hopkins

Petrillo

(Continued from page 17)

on FM stations, regardless of whether the AM and FM stations are operated under the same ownership.

However, this is not to be construed as interfering with the rights of a local to make a separate contract for the services of musicians for FM broadcasting exclusively.

Kindly govern yourselves accordingly.

James C. Petrillo,
President, A. F. of M.

Meanwhile the three non-network New York stations with FM affiliates—WHN, (WHNF), WQXR (WQXQ), WNYC (WNYC-FM)—had not been notified of the new AFM ruling as of Friday. Of the three, only WQXQ expected to be affected as WNYC-FM has been given "free clearance" from the AFM as a municipally-owned, non-commercial station, and as WHNF broadcasts no live musical programs. The network-affiliated FM stations in the city all suspended operations the weekend before the union's demand for double employment for duplicated programs went into effect [BROADCASTING, Oct. 29] in order to rebuild their transmitters in compliance with the FCC order reallocating them to higher frequencies.

In Hartford, Conn., another AFM ruling threatened last week to disrupt the program of the 15th annual Christmas party for employes of Hartford Electric Light Co. and resulted in an attack on AFM policies and description of Mr. Petrillo as "despotic".

Planning the party, to be held in Bushnell Memorial Auditorium Dec. 15 with three professional vaudeville acts contemplated as part of the program, Light Co. President Samuel Ferguson discovered that, when professional acts appear, the auditorium automatically takes 12 musicians, members of Local 400, AFM. An organist had agreed to play for the carols and other singing, it was reported, and when the union was told that the orchestra pit would be jammed with some 2,500 gifts from the company, spokesmen reportedly replied that union members could sit out the party backstage.

Mr. Ferguson told BROADCASTING last Friday that the union rule still stood but that he would not employ the 12 musicians. He said, however, he didn't know "what kind of party we will have".

Expello Changes Name

EXPELLO Corp., Dover, N. H., will be known as Judson Dunaway Corp. effective Dec. 1. Advertising for Expello Moths is handled by J. M. Mathes Inc. Radio may be used in near future.

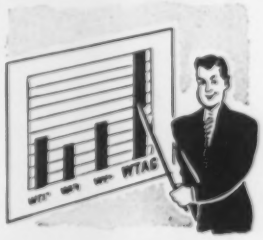
NAB AND NETWORKS HOLD DISCUSSION

ENCOURAGING progress in NAB's effort to have all networks become Association members was made at a dinner given last Monday at the Waldorf-Astoria by Judge Justin Miller, NAB president. Guests were officials representing the five nationwide networks.

At present only NBC and CBS are Association members. Areas of possible agreement on status of network members were explored at the dinner, in which A. D. Willard Jr., NAB executive vice-president, participated.

Network guests were: NBC, Niles Trammell, president; Frank M. Russell, Washington vice-president. CBS, Paul W. Kesten, executive vice-president and director; Joseph H. Ream, vice-president and secretary; Frank Stanton, vice-president and general manager. Mutual, Edgar Kobak, president; Robert D. Swezey, vice-president and general manager. American, Edward J. Noble, chairman of board; Mark Woods, president. Associated, Leonard Versluis, president; Richard F. Connor, vice-president in charge of operations; Roy C. Kelley, sales director.

. . . and another reason why



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WTAG WTAG-FM WORCESTER
OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE
BASIC CBS
580 KC
5000 Watts

WCKY

the 50,000 watt voice of Cincinnati

CHNS

HALIFAX
NOVA SCOTIA

The Busiest Commercial Radio Station of the Maritimes

JOS. WEED & CO.
350 Madison Avenue, New York

ACTIONS OF THE FCC

NOVEMBER 16 to NOVEMBER 21

Decisions . . .

ACTIONS BY COMMISSION

NOVEMBER 19

ANNOUNCED minor modifications of plan of frequency allocations from 25,000-30,000,000 kc which was released 5-25-45. Modifications were result of conferences between FCC and Interdepartment Radio Advisory Committee. See story page 84.

NOVEMBER 21

KVOS KVOS Inc., Bellingham, Wash.—Granted CP increase 250 w to 1 kw, install new trans. DA-DN and move trans.

WABI Community Broadcasting Service, Bangor, Me.—Granted CP increase 1 kw to 5 kw, using DA-N, and make changes trans. equip.

American Broadcasting Co. Inc., New York—Granted extension of permit under Sec. 325(b) of Communications Act to transmit recorded programs to all broadcast stations in Canada licensed to and operated by Canadian Government which may be heard in U. S.

WHLS Herman L. Stevens and Harmon L. Stevens, d/b Port Huron Broadcasting Co., Port Huron, Mich.—Adopted order designating for hearing application for license renewal to determine issues relating to Sec. 315 of Communications Act.

Raoul Cortez, San Antonio, Tex.—Adopted orders (1) dismissing petition for rehearing filed by Austin Broadcasting Corp. and (2) ordered that CP heretofore granted to Cortez be, with consent of permittee, changed to 1330 kc; dismissed proceeding in order to show cause and vacated hearing set for 12-17-45 (Docket 6984).

FOLLOWING licenses of standard stations were extended on temp. basis only, for period ending 2-1-46, pending determination license renewal applications: KBIX KBKR KBON KBST KBUR KDB KDRO KVAL KEYS KFFA KGKB KGKY KNEL KNOW KOTN KOVC KPAB KPLC KPLT KRNR KSAM KTBI KTOH KVOE KVWC KWEW KYCA KYOS WBAB WBTA WDAN WDBC WDNC WGAL WGTC WHBB WIGM WJBK WKBB WKBV WKBZ WKNY WKRO WMJM WMOG WNLC WOLF WOMI WOPI WOSH WRGA WSAP WSTP WTMC WTMV WWSW & aux.

LICENSES for following stations were further extended on temp. basis only, pending determination license renewal applications, for period ending 2-1-46: KABC KATE KBPS KDAL KDNT KFAM KFIZ KFYO KGFF KGFL KGLU KHMO KHUB KLBM KLUF KMYC KMYR KNET KOAL KOCA KOCY KONO KORE KPDN KRBC KRBM KRIC KRLC KSAN KTOK KTRI KVAK KVFD KVGB KWAL KWBW WABY WACO WAOV WARM WASK WATL WATW WAZL WBLK WBNY WBTH WCBS WCNC WCOS WCRS WDAS & aux. WDEF WDWS WEED WELO WEOA WFIG WFMJ WFNC WFOR WFPG WGAU WGH WGIL WGL WGNC WGOV WGPC WHBQ WHDF WHDL WHFC WHIT WHLB WHLS WHMA WHYN WIBG WIBM WILM WINC WJBY WJHO WJLB WJMC WJMS WJPA WJXN WJSM WKEU WKIP WLAP WLAV WLAY WLEU WLLH main & syn. amp. WLPM WMAS WMBH WMBR WMFD WMFJ WMGA WMVA WNAB WOLS WOV & aux. WPAD WPAR WRAK WRDO WRJN WRLC WRLD WSAM WSBC WSLB WSLI WSPB WTEL WTOL WWDC & syn. amp. KRKO WAGM WGRM WPAY.

WWDC Capital Broadcasting Co., Washington—Granted extension of authority for waiver Secs. 2.53 and 13.61 of FCC Rules so as to permit operation of syn. amp. by remote control from main trans. site, for period ending no later than 2-1-46, upon same terms and conditions as present.

WGKV Kanawha Valley Broadcasting Co., Charleston, W. Va.—Granted license renewal on temp. basis only for period 12-1-45 to 3-1-48 upon express condition that it is subject to whatever action may be taken by FCC upon pending application for license renewal. Nothing herein shall be construed as a finding by FCC that operation of station is or will be in public interest beyond express terms hereof.

W8XWI Gus S. Cornish, area of Cincinnati, O.—Present license of public address relay Class II exp. broadcast station further extended on temp. basis only pending determination license renewal application, for period ending 2-1-46.

WHBI May Radio Broadcast Corp., Newark, N. J.—Granted license renewal for period ending 11-1-48.

KVOO Southwestern Sales Corp., Tulsa, Okla.—Granted license renewal for period ending 5-1-48.

WFTC Jonas Weiland, Kinston, N. C.—Granted license renewal for period ending 2-1-47.

Frank Parker, Danbury, Conn.—Adopted order granting petition that application for new station be designated for consolidated hearing with applications of The Danbury Broadcasting Co., The Berkshire Broadcasting Corp. and Tarrington Broadcasting Inc., and ordered that the Parker application be designated for hearing in consolidated proceedings with these other applications (Docket 6986).

1340 kc

James L. Stapleton, Jesse Martin Neil Jr. and Duard K. Nowlin, d/b Grand Canyon Broadcasting Co., and N. Pratt Smith, Flagstaff, Ariz.—Designated for consolidated hearing applications for new standard station 1340 kc 250 w unl.

1400 kc

NEW-AM Aloha Broadcasting Co. Ltd., Honolulu, T. H.—Granted CP new standard station 1400 kc 250 w unl., subject to condition that applicant install frequency and modulation monitors in compliance with FCC Rules and Standards, as soon as such equip. is available.

1450 kc

NEW-AM Gordon W. Gambill, Hubert W. Martin, Humphrey B. Heywood and R. T. Russell d/b Tennessee Valley Broadcasting Co., Chattanooga, Tenn.—Granted CP new standard station 1450 kc 250 w unl. subject to condition that applicant install approved modulation monitor as soon as such equip. is available.

The Sandusky Broadcasting Co. and Lake Erie Broadcasting Co., Sandusky, O.—Designated for consolidated hearing application for new standard station; both applicants request 1450 kc 250 w unl.

1490 kc

Cumberland Gap Broadcasting Co. and The Middlesboro Broadcasting Co., Middlesboro, Ky.—Designated for consolidated hearing applications for new standard station; both applicants request 1490 kc 250 w unl.

W. J. Harpole et al d/b Borger Broadcasting Co., and Richard George Hughes, Borger, Tex.—Designated for consolidated hearing applications for new standard station; both applicants request 1490 kc 250 w unl.

1520 kc

KOMA KOMA Inc., Oklahoma City—Granted application for CP increase 5 kw to 50 kw DN on presently assigned 1520 kc, change trans. site, install new trans. and DA-N.

ADMINISTRATIVE BOARD ACTIONS

NOVEMBER 19

WCAU WCAU Broadcasting Co., Philadelphia—Granted license to cover CP authorizing changes in trans. equip.

WTHT The Hartford Times Inc., Hartford, Conn.—Granted CP install new vertical ant. and change trans. and studio sites from 983 Main St. to 555 Asylum St.

WJBK James F. Hopkins Inc., Detroit—Granted license to cover CP authorizing installation aux. trans. and authority to determine operating power by direct measurement of ant. power.

WFEB Alabama Broadcasting Co. Inc., Sylacauga, Ala.—Granted license to cover CP authorizing move trans. Licensee granted waiver Secs. 3.55(b) and 3.60 of FCC Rules; conditions.

WJHO Opelika-Auburn Broadcasting Co., Opelika, Ala.—Granted authority to determine operating power by direct measurement of ant. power.

WENH WJR, The Goodwill Station Inc., area of Detroit—Granted license to cover CP authorizing change in frequencies, power and equipment of relay station, and change in corporate name.

ACTIONS ON MOTIONS

NOVEMBER 21
(By Comr. Wakefield)

Greater Peoria Broadcasters Inc., Peoria, Ill.—Granted motion for leave to amend application for new station and said amendment filed with motion was accepted.

Ruth Bradem Weber et al d/b Escambia Broadcasting Co., Pensacola, Fla.—Granted petition for leave to amend application for new station and said amendment as filed with motion was accepted.

Central Kentucky Broadcasting Co., Lexington, Ky.—Granted motion for leave to amend application for new standard station and said amendment filed with motion was accepted.

WHEC WHEC Inc., Rochester, N. Y.—Granted motion for leave to amend application for CP and amendment filed with motion was accepted.

Metropolitan Broadcasting Service, New York—Granted motion for leave to amend application and amendment filed with motion was accepted.

Applications . . .

OCTOBER 16
(Not previously reported)

98.7 mc

NEW-FM Washington Broadcasting Co., Washington, Pa.—CP new FM station. Channel 54 (98.7 mc), with 6,590 sq. mi. coverage, $25,300 est. cost. Applicant is licensee WJPA. Proposed programming per mo. to be 91 hrs (17½) commercial. Total assets $69,245.32. Legal counsel—E. D. Johnston, Washington. Eng. counsel—George C. Davis, Washington.

OCTOBER 19
(Not previously reported)

1450 kc

NEW-AM Arkansas Airwaves Co., North Little Rock, Ark.—CP new standard station 1450 kc 250 w unl. Stock: 400 sh common no par authorized; all issued and outstanding. Officers and stockholders: Carl Kiehl, pres., 4 sh (1%); Phillip G. Back, sec., 132 sh (33%); John F. Wells, v-p and treas., 33%; Maurice E. Moore, dir., 33%. Kiehl is former chief eng. police radio station at North Little Rock, now radio supervisor, National Fireworks Inc., at Naval Ordnance Plant and Camden, Ark. Back is member of Robert T. Scott & Assoc., Little Rock adv. agency. Wells is pres. and mgr. The Quapaw Printing Co. and operator Arkansas Daily Legislative Digest. He was sec. to state Gov. in 1937 and is ex-city editor of Arkansas Gazette. Moore is pres. Brown Motor Coaches and gen. mgr. Arkansas Motor Coaches, bus firms. Est. cost $15,395. Proposed programming 34.5% commercial, 25-40% transcribed. Eng. counsel—Commercial Radio Equipment Co., Washington. Legal counsel—Frank Stollenwerck, Washington.

NOVEMBER 16

Amendments

E. Anthony & Sons Inc., Boston—CP new commercial TV station, Channel 2 (60-66 mc) with ESR 3706, amended to request Channel 3 (60-66 mc), ESR 1515, specify studio site and change trans. site.

WCBS Inc., Springfield, Ill.—CP new FM station, 46.1 mc, 12,918 sq. mi. coverage, amended re ant. changes and change trans. site.

NOVEMBER 20

97.9 mc

WMTW The Yankee Network Inc., Portland, Me.—CP change 43.9 mc to Channel 50 (97.9 mc), change coverage from 31,000 sq. mi. to "to be furnished", move studios from Boston, Mass., to Portland, Me., and make changes in ant. system and install new equip.

Amendments

WATX The Regents of The University of Michigan, Ann Arbor—Mod. CP (as mod.) to change frequency to "to be determined by FCC", change power and type trans. to "to be determined", change trans. site, amended to request extension of time from 12-16-45 to 6-16-46 only.

Unity Corporation Inc., Erie, Pa.—CP new FM station on frequency to be determined by FCC and 4,940 sq. mi. coverage, amended to change coverage to 673 sq. mi.

The Messenger Publishing Co., Athens, O.—CP new FM (Metropolitan) station, 49.1 mc, 8,940 sq. mi. coverage, amended to change coverage to 13,300 sq. mi., population from 444,946 to 769,000, make changes in ant. system and change trans. site to "on a hill South of Athens, Ohio".

KEVR Evergreen Broadcasting Corp., Seattle—CP increase 250 w to 10 kw,

stall new trans. and DA-DN, change ans. site from Seattle to Portage on Lizzy (Vashon) Island, Washington, ended to change trans. site.

Applications Dismissed

RadiOhio Inc., Portsmouth, O.—CP w FM station, 44.9 mc, 2,273 sq. mi. verage (request of attorney).

NOVEMBER 21

KMO Carl E. Haymond, Tacoma, ash.—License to cover CP authorizing anges in aux. trans. equip.

1230 kc

WKVM American Colonial Broadcast-g Corp., Arecibo, P. R.—License to ver CP (as mod.) authorizing new tandard station. Also authority to de-ermine operating power by direct easurement of ant. power.

Amendments

Merrimac Broadcasting Co. Inc., owell, Mass.—CP new FM station on requency to be assigned by FCC and verage to be determined, amended to hange frequency to Channel 30 (93.9 c) and trans. site from North And-er to Andover, Mass.

Allen B. DuMont Laboratories Inc., ashington—CP new commercial TV tation on Channel 1 (50-56 mc) with SR 155, amended to change frequency o Channel 5 (76-82 mc), ESR to 172, ake changes in ant. system and hanges in visual trans.

Lloyd A. Pixley, Martha P. Pixley, ilton A. Pixley and Grace M. Pixley b The Pixleys, Columbus, O.—CP new M station on 48.5 mc, 12,500 sq. mi. verage, amended to change frequency o "to be selected by FCC", coverage o 11,690 sq. mi., make changes in ant. stem and change type trans.

Amarillo Broadcasting Corp., Amaillo, Tex.—CP new FM station (Metroolitan) on 45.1 mc and 5,600 sq. mi. verage, amended to change ant. sys-m.

Lee Broadcasting Inc., Quincy, Ill.— new FM station (Metropolitan) on 1 mc and approx. 15,300 sq. mi. verage, amended to change name om Illinois Broadcasting Corp. to Lee roadcasting Inc., coverage to 15,400 sq. i. trans. site from Quincy to East uincy, Ill., specify ant. system and ange type trans.

American Net Affiliate Meetings Are Scheduled

STATIONS affiliated with Amer-an in the Midwest will meet in inneapolis Dec. 5 at the invita-on of C. T. Hagman, WTCN, istrict representative of the net-ork's stations advisory commit-e. John H. Norton Jr., station elations manager of American, ill attend the meeting to discuss eneral operational problems, pro-amming and other matters of tation-network interest with the ea's broadcasters.

Minneapolis meeting will be fol-wed by one in Detroit Dec. 11 alled by H. Allen Campbell, XYZ Detroit, district represent-tive for American affiliates in the ichigan-Indiana-Ohio area. Mr. orton has recently returned from istrict meetings Nov. 1 in Char-tte called by W. C. Bochman, COS Columbia, S. C.; Nov. 5 in irmingham called by Henry P. ohnston, WSGN Birmingham, nd Nov. 8 in Fort Worth called y Harold Hough, KGKO. Dates ave not yet been set for regional eetings in the Atlantic and Pa-ific coast and mountain areas.

Guild Pamphlet

ADIO WRITERS Guild has printed a -page pamphlet titled "Credit Bulle-", listing union writers and the types scripts they do. Dorothy Bryant, na-onal secretary of the Guild, explained at the first edition does not list all e Guild members but that the second dition to be published next spring ill be expanded.

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Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted—Veteran first class license holder for transmitter and/or studio for Rocky Mountain 1 kw outlet. State education and experience. Box 661, BROADCASTING.

First class operator for one kilowatt NBC affiliate Rocky Mountain area. Box 467, BROADCASTING.

Maintenance engineer for network Idaho station preparing for FM in 15,000 population town with abundant fishing and hunting. Box 468, BROADCASTING.

Help wanted—Transmitter man with first class license at a progressive Michigan station, good working conditions. Send your qualifications and references. Box 473, BROADCASTING.

Salesman, not to just sell time but to sell radio advertising at Rocky Mountain Network station in rural area. Box 499, BROADCASTING.

Announcer immediately. Must be thoroughly experienced all phases announcing, news, sports, record shows, turntables and controls. Strictly sober, ambitious, dependable; willing obtain restricted operators license. Network affiliate Carolina city 25,000. Salary $65.00 48-hour week. If floater do not apply. Send transcriptions, photo, references, full details. Box 520, BROADCASTING.

Wanted—Active associate experienced small station management to help finance proposed FM station N. Y. suburbs, possible AM outlet also available. Box 527, BROADCASTING.

Situations Wanted

Station manager—Recently discharged from armed forces; 37; married; 13 years commercial broadcast experience; fully qualified in sales, program and station management. Formerly vice-president and general manager of 5000 watt major network affiliate. Excellent references. Box 477, BROADCASTING.

Engineer—Fifteen years experience broadcast, police and marine radio desires permanent situation. Box 483, BROADCASTING.

Two engineers available—Both have several years experience, desire locate at same station. Box 484, BROADCASTING.

Young executive seeks mangership new station. Eight years experience, announcer, through commercial mgr. Recently enjoyed three years, Navy beachhead vacation. Now wants position with plenty of work, opportunity, future. Permanent. Box 485, BROADCASTING.

Chief Petty officer discharged desires start in radio in any capacity offering opportunity for advancement. College, read copy well, excellent musical background, typist. 26, married, will go anywhere. Reply Box 488, BROADCASTING.

Veteran, female: wants radio opportunity north of Mason-Dixon line, east of Mississippi. 23, AFRS experience, Wellesley graduate. Trained and experienced in writing and speech. Capable, alert, excellent references. Box 490, BROADCASTING.

Discharged Marine, 21 months experience as commercial manager, local desires managerial position with local in east or south. Sober, married, excellent references. Can sell, write, announce. Knows what listeners want. Box 493, BROADCASTING.

Chief engineer—Available December 15. Total pre-war experience 10 years. Good engineering education. Definite executive ability. Progressive ideas. Married. Desire permanent placement with expanding station. Box 494, BROADCASTING.

Young single man of twenty-five with excellent educational, social and business background and radio sales experience at network affiliates desires permanent position with station or agency. Box 525, BROADCASTING.

Copy editor, script writer, young, eager, single, ex-serviceman desires radio news job preferably in large city. Agency and newspaper work also. Box 501, BROADCASTING.

Situations Wanted (Cont'd)

Announcer-program director. Discharged veteran 8 years network and local experience, including news and promotion. Desires permanent connection with progressive middlewest or eastern station. Age 30, married, one child. Minimum $60.00 starter. Box 502, BROADCASTING.

News editor-newscaster—young, alert, ambitious; unusually complete background and experience; interested good staff job or managing small news department. Box 504, BROADCASTING.

Announcer — production-ideas-discharged veteran. 5 years civilian experience. Manager 2 years, 1000 watt AFRS station. Handle talent, publicity, promotion, references, complete details, transcription. Available immediately. Prefer New York vicinity. Box 505, BROADCASTING.

Singer—Baritone, age 29, six years general announcing experience. Wants contact with production station. Minimum wage—$80.00. Box 507, BROADCASTING.

Ambitious, willing worker, no experience, but have training. Good voice. Go anywhere. Immediately. Box 508, BROADCASTING.

Veteran Spurns Old Job! I want a better one! Announcer, writer, and producer for a network outlet before the war, buck private to first lieutenant in the Army, my year as manager of troop broadcasting stations for the American Forces Network in Europe with complete responsibility for everything but selling makes me a good bet as program director or production manager for a web member or livewire independent. Of course I want enough dough to raise that family my wife and I have been writing each other about, but most important is a chance to do good and satisfying work—I love radio. Box 509, BROADCASTING.

Announcer—2 years experience commercial announcing, news, copywriting, control room technique. 20½ years old. Want permanent position. Box 510, BROADCASTING.

Chief engineer—Five years broadcast experience. Year as chief. Available immediately. Very best of references. Box 511, BROADCASTING.

Need a capable, talented young man to assist your advertising, sales or promotion manager? I'm your man Friday, every day! Diversified experience. Box 512, BROADCASTING.

Commercial manager of one of America's most successful stations, available on percentage of salary overwrite basis, or will buy interest. Wealth of experience in commercial broadcasting including regional network. Best of references. Box 513, BROADCASTING.

Veteran—Available January, desires position with small western or midwestern station. College graduate, second class phone, seven years experience, including two with Armed Forces Radio. Held managerial position prewar. Program director, station manager with AFRS. Progressive, reliable, married. Box 516, BROADCASTING.

Engineer—Now employed major network, desires position with independent station as chief engineer. Executive ability and experience, capable, sober. Box 518, BROADCASTING.

Ex Army Captain, first class license holder, two years broadcasting experience, four years Army radio experience, desires engineering position with progressive station on east coast. Age 27, married, dependable, ambitious, can take responsibilities. Full qualifications in first letter. Box 519, BROADCASTING.

Experienced announcer, veteran. 2 years all round experience with local, regional stations. Do production and write copy. Prefer middlewest or west coast. College education, single. Alfred Cohen, 325 Riverside Drive, New York, N. Y.

BA in radio broadcasting, taught radio production at N.Y.U., produced and wrote for small stations while at school. Veteran, prefer south, west or far west. Eugene Vasilew, 2910 Wallace Ave., New York 67, N. Y.

6 years experience announcing, m.c., writing. Veteran. Manager of Army overseas station, program director of another. Held administrative shipping post with AFRS. Married, 31. Seeking executive or program affiliation. Larry Dysart, T/Sgt., 1646 Lucile Ave., Los Angeles 26, Calif.

Veteran, radio engineer. 15 years experience design, construction, maintenance hi-freq. Commercial first telephone. Speak Japanese fluently, knowledge Spanish. Will travel. Kawai, 898 Tuscarora, St. Paul, Minn.

Ambitious, experienced announcer: Navy veteran. Formerly with New England Network affiliate. Wishes to join staff of progressive northeastern station. Versatile; disc jockey, sports news, etc. $50.00. Leo Maller, 14 Mayer St., Brooklyn 6, N. Y.

Engineer—1st tele, 2nd phone, with 3 years engineering experience; four years as chief operator, Merchant Marine. Flight radio officer, ATC. Desires opening in Chicago area. Wenton W. Upchurch, 241 Olmstead Rd., Riverside, Ill.

Engineer—1st phone license. Honorably discharged chief radio technician in charge of 30 radio transmitters. Experience FM, Radar, electronics, announcing, network operation. John M. Dailey, 2618 S. 13th St., Tacoma, Wash.

Salesman—Young vet that, with little experience, will make outstanding member of your sales staff. Ambitious, intelligent. Just started to get feet wet in radio when joined Marine Corps. Raymond Milici, 11 East 93rd St., New York City.

Veteran staff communication officer with extensive executive, personnel, sound and studio recording experience desires position preferably medium sized New England city. Organized and conducted Navy Dept. program "Voices from the Fleet" recording to local stations. Network technical and production experience. Yale '33, amateur radio operator 20 years, speaks German and French. Available immediately. Lt. Comdr. J. M. Murray, USNR, 1605 30th St., N. W., Washington, D. C.

Announcer (veteran). Presently free lancing network commercials. Also, one spots as actor. Much to offer station anywhere. Seeks permanent position. Producer—"vet-aid" show, man-in-street gimmicks with affiliates. References—top men network radio. Jack Sloane, 215 West 23rd St., New York, N. Y.

Situations Wanted (Cont'd)

Announcer—Naval veteran available for permanent position 15th December; 3 years experience; specialize ad lib and platter shows; poetry, sports, "man-on-the-street" shows. Write or phone Jack Pyle, 1516 14th St., N. W., Wash., D. C. Adams 2003.

Station manager—Ten years experience large and small stations as manager, production manager. Handle promotion, continuity, announcing, news. Consider stock in lieu of part salary. Prefer midwest, southwest or Pacific states. Army experience AGF public relations liaison. Sgt. Edgar Parsons, Chamber of Commerce, Fort Worth, Texas.

Lt. awaiting discharge from Marine Corps desires to enter broadcasting field; past 6 years in Marine Corps spent in communications and Radar duty, have 1st class license. Lt. L. E. James, USMC, HQ BN, MT&RC, Camp Pendleton, Calif.

Available now! Experienced, sober, dependable all-around announcer with pleasant voice that sells. Best references from people you know. Box 531, BROADCASTING.

Honorably discharged veteran, 25, married with family, 5 years experience in installation, maintenance, and operation of Navy shore stations, air-ground equipment and all types navigational aids. Graduate of best Navy technical schools. Eager and willing to work at a position with a secure future. Box 522, BROADCASTING.

Announcer—7 years metropolitan commercial and news experience before war. Naval Reserve honorable discharge. Prefer north or east. Fred L. Scott, 2431 N Halsted, Chicago, Illinois.

Program-production man, top news announcer. Eager to take charge these departments in large or small station offering top salary, stability and future. Eleven years experience. Perfect references. No "Gestapos", please. Want pleasant place to work permanently, preferably in west. Wire Box 526, BROADCASTING.

Musical-Clock "Emsee" seeks permanent connection on progressive station. Offers dependability that is appreciated by program, sales and engineering heads. Five years experience writing, producing, selling and announcing early morning, news, telephone-quiz and live and recorded hillbilly programs. Good ad-lib. Family man. Top references. Box 532, BROADCASTING.

Announcing. Production—Radio since 1939. Last 2½ years part time with 5 kw Mutual. Desire full time connection with station in city 15,000 to 50,000, preferably in south or southwest. Announcing, control board, production, public relations. Speak, read Spanish. A little rusty on some but can easily improve. No desire to become big time, just interested in good future for family. Would like to buy home in Catholic community. 34, married. Children 8 and 4 years. Non drinker. Audition disc and details on request. Resident Pacific Northwest. Box 514, BROADCASTING.

Engineer—Former air corps communications officer, twelve years radio experience, 1st class license since 1938, available December tenth, desires job southeast as chief engineer local station or larger station with chance for promotion. Box 515, BROADCASTING.

Position as announcer, part time in college town. Experienced, can operate board. Just out of service, single. Box 528, BROADCASTING.

(Continued on page 91)

● **Big time stations looking for outstanding feminine voice for announcing or dramatics should listen to Mars Dr. I. Q. coast-to-coast broadcast from Montgomery, Alabama, November 26th and December 3rd.**

BOX 526, BROADCASTING

STATION MANAGER

6 years successful station management.

1½ years assistant to manager, 50 kw station. Have hit ceiling here.

$9,000.00 salary minimum or share profits.

All negotiations in strict confidence.

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Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

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NEW YORK 20, N.Y.: RADIO CITY, R.K.O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue

Census

(*Continued from page 16*)

retail, wholesale and service lines, reflecting the level of business activity with total value of retail sales, service trade receipts, and wholesale sales and inventory.

Manufacturing statistics program will provide facts on production as well as movements of materials from farm and mine through various stages of manufacturing up to distribution channels. Census of manufactures has not been taken since 1939 because of the emergency so the first count will cover 1946. Present program includes 130 monthly, quarterly and annual surveys needed to measure industrial operations.

Expanded program will furnish at least on an annual basis facts needed for industrial operations during years not covered by a complete census. Five-year complete counts will be adequate instead of the present biennial tabulations, it is believed, when the current surveys are under way.

By early 1946 the bureau expects to make available monthly reports of production, wholesale and retail sales, service trade receipts and the quarterly detailed reports on the labor force. Secondly, it will have more comprehensive data on postwar readjustment, to be available in 1947 and covering census of business, manufacturers and consumer income for 1946 as well as sample population census to be taken in the autumn of 1946.

Currently the bureau is assembling data on the 1945 Census of Agriculture, which will show farm radio set ownership by counties, first such figures since the 1940 decennial census.

Situations Wanted (Cont'd)

Chief announcer—50 kw metropolitan station. 9 years diversified experience—programming, production, sales and management. Looking for any position with smaller, friendlier, progressive station where opportunity is limited only by ability. Best references. Please write fully. I'll answer all replies. Box 529, BROADCASTING.

Attention station manager! You may have all the business you need now, but I'm the kind of salesman you'll be praying for before long. Fifteen years advertising experience: A-1 references. Box 533, BROADCASTING.

A-1 announcer 3 years experience. Good newscaster, disc jockey, ad-lib. Prefer midwest, will go anywhere. Box 534, BROADCASTING.

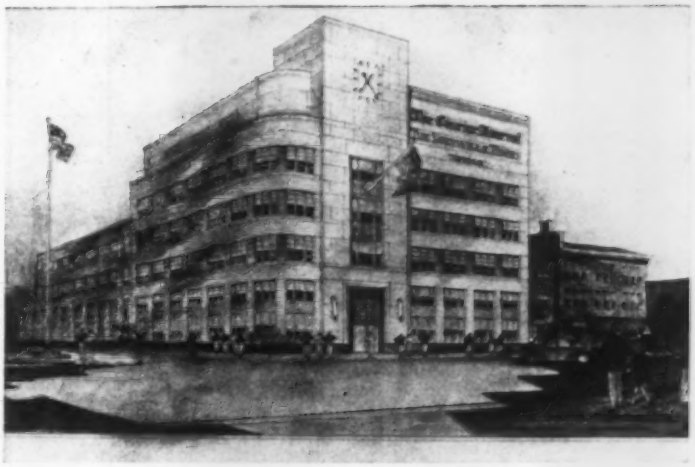
Chief engineer four years, have installed one BC station. Technical school graduate with college mathematical background. Two years development laboratory experience. Desire position with progressive station or consulting firm. Box 530, BROADCASTING.

Radio engineer—discharged from Air Forces. First class phone license. Eight years experience in radio. All phases of broadcasting, also FM and television training. Desire permanent position with progressive station. Box 521, BROADCASTING.

For Sale

2 Radiotone Transcription Turntables, new equipment, $390.00, WSSV, Petersburg, Virginia.

Two brand new Amertype recorgraph recorders. Complete with accessories; 100 rolls tape. What do you offer? Box 523, BROADCASTING.



PROPOSED new home of WHAS Louisville, the *Courier-Journal* and *Louisville Times* and Standard Gravure Corp. is pictured above. Six-story office building and four-story building for mechanical departments are planned for completion by Jan. 1, 1947, at a cost of more than $3,000,000.

New WHAS Quarters Included In $3,000,000 Building Plans

PLANS for expenditure of more than $3,000,000 for new buildings for WHAS Louisville, *Courier-Journal*, *Louisville Times*, and Standard Gravure Corp. were announced last week by Barry Bingham, president of The Courier Journal and Louisville Times Co.

The structure, planned for completion by Jan. 1, 1947, will consist of two units—a six-story office building and a four-story building for the mechanical departments. Fronting on Broadway and Sixth St., the buildings will cover approximately 250,000 square feet and will be air-conditioned. A 165x200-foot parking area will be provided.

Mr. Bingham said plans include both frequency modulation and television facilities for WHAS.

The *Courier-Journal* and *Times* have purchased new equipment including 24 units of Goss presses with four folders, equipped with latest facilities for printing one, two, and three colors with black, Mr. Bingham announced. Standard Gravure Corp. has purchased two new presses capable of printing up to four colors.

Plans for the new structure resulted from a two-year study of radio, newspaper and gravure needs. Buildings were designed by Lockwood-Greene Engineers Inc., New York, in collaboration with Joseph H. Kolbrook, Louisville. Some of the interior layout was designed by Serge A. Birn & Assoc., Louisville industrial designers.

NBC Plans Victory Bond Programs for Dec. 8

NBC will observe its day in the Victory Bond drive Dec. 8 with an all-day schedule of programs from all parts of the world emphasizing the final war loan. Theme will be "Peace Is Worth Paying For".

Network programs, supervised by C. L. Menser, NBC vice-president in charge of programs, will show dramatically the connection between the purchase of bonds and the aims of the drive—rehabilitation, return of troops, investment in the future, and prevention of inflation. Network news and special events department will schedule pickups around the world and present leaders in industry, labor, armed forces, and agriculture. Commercial sponsors also have been invited to participate.

Brand Names Research Expansion Is Planned

NAB, American Assn. of Advertising Agencies, Assn. of National Advertisers, and American Newspaper Publishers Assn., will each be invited to elect one member to the board of directors of Brand Names Research Foundation, New York. In addition, foundation plans to increase its board of directors from 15 to 25 members as a part of its program for greater research and service to business and industry.

Five trade associations whose membership is largely composed of branded product manufacturers will also be selected each year to name a member to the board of directors. Foundation was established in 1943 by leading brand product manufacturers to study competitive distribution and to provide information on the economic services of the brand name system.

Helen Reber

HELEN REBER, 49, wife of John Reber, vice-president in charge of radio for J. Walter Thompson, New York, died Nov. 15 in New York.

WGN WINS DISPUTE OVER 'ADVENTURE'

DISSENSION over who would control *Human Adventure*, WGN-U. of Chicago scientific drama recently dropped by Revere Copper & Brass, ended last week with WGN winning out in its argument that program should be staff produced.

Adventure will return after a two weeks absence from Mutual at a new time, Wednesday, Dec. 5, 9-9:30 p.m. Buck Gunn, WGN program director is program supervisor, assisted by Francis Coughlin, script editor and director and Morrison Wood, producer. Both are WGN staff members.

U. of Chicago will continue to supervise research and clearance of final scripts. Now that show is again sustaining, *Adventure* will return to original format of having U. of Chicago faculty member act as "host" on each broadcast. Arts, philosophies and humanities are to be stressed, rather than scientific discovery.

Freer Confirmed

RENOMINATION of Robert E. Freer of Ohio for a third term on the Federal Trade Commission [BROADCASTING, Nov. 19] was confirmed last week by the Senate. Twice chairman of FTC, Mr. Freer, a Republican, was first appointed to the commission in 1935. Term is for seven years.

Profit much above average

Advertiser is the sole owner of a thriving business in the electronic field. Present capital $100,000 with high credit rating and good banking connections. More business in sight than I can possibly handle with present resources. Golden opportunity for a few clean-cut associates who can invest upwards of $5,000 each in corporation. Principals only. The turnover in this field is rapid — profit possibilities enormous.

Box 446, BROADCASTING

The Largest
TRANSCRIPTION LIBRARY
TO FILL ALL REQUIREMENTS
•
AMERICAN FOLK MUSIC
M. M. COLE CO.
823 S. WABASH AVE.
CHICAGO 5, ILL.

Then USE
Idaho's Most Powerful Station
KID
5000 WATTS
Mutual
IDAHO FALLS, IDAHO

A GOOD TIP FROM A NEIGHBOR
It will pay you to consider the vast possibilities of this great neighboring market. We'll gladly present facts as well as figures on how American advertisers can profitably use our network.
MEXICO
RADIO PROGRAMAS DE MEXICO
Largest Latin American Broadcasting System
P. O. BOX 1324 • MEXICO, D. F.

5000 WATTS 1330 KC.
WEVD
ENGLISH • JEWISH • ITALIAN
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.
Send for WHO'S WHO on WEVD
WEVD — 117 West 46th Street, New York, N. Y.

Lea Bill

(*Continued from page 17*)

for several weeks with members of the Federal Communications Bar Assn. Legislative Committee on an overall revision of the Communications Act. He plans to introduce a measure either late this year or early next. Meanwhile, with Petrillo's latest edict forbidding networks and station from duplicating AM programs on FM without paying a standby fee or hiring extra musicians, the California Representative said he felt Congress must take immediate action.

Pending before the House Standing Committee are several bills to amend the Communications Act. These include the Holmes Bill (HR-1109), a duplicate of the old Sanders Bill of 1941; the Vandenberg and Dondero Bills; HR-4314 by Rep. Celler (D-N. Y.) giving the FCC authority over station sale prices, and HR-3716, introduced by Rep. Wigglesworth (R-Mass.) which would require broadcasters to make their stations available to virtually anybody who wanted to make a speech.

Chairman Lea plans to refer overall radio legislation to his subcommittee on communications early next year. On the subcommittee are Reps. Bulwinkle (N.C.), chairman; Chapman (Ky.), Priest (Tenn.), Sadowski (Mich.), Harless (Ariz.), Murphy (Pa.), Sullivan, (Mo.), Democrats; Marcontonio (N. Y.), American Labor Party; Wolverton (N. J.), Holmes (Mass.), Reece (Tenn.), Halleck (Ind.), Brown (O.), Hall (N. Y.), Republicans.

Following is text of the Lea Bill (HR-4737):

A BILL

To prevent control of broadcasting by coercive practice.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, that the Communications Act of 1934, as amended, is amended by inserting after section 505, three new sections, as follows:

COERCION TO COMPEL HIRING EMPLOYES NOT WANTED BY EMPLOYER

SEC. 506. That any person who wilfully coerces, compels or constrains, or who threatens to injure an owner, operator or other person having control of a broadcasting station, or a member of his family, his property, or his business; or otherwise attempts to coerce, compel, or constrain such owner, operator or person in charge of such station, against his will, to pay or compensate or to employ, hire, contract for employment or hire, or to pay more than once for services performed, or otherwise to obligate himself for or on account of the employment or hiring or the purported employment or hiring of a person or persons, or to pay a sum of money or other thing of value in lieu of failure to employ a person or persons in excess of the number wanted by the employer for performance of such service; or to pay any money or other thing of value for services not to be performed; or to extort or to attempt to extort money or anything of value by any such means; in connection with radio broadcasting of sound or television, shall be guilty of a felony and, on conviction thereof, punishable by imprisonment of not more than two years, or by a fine of not more than $5,000, or both.

COERCION TO COMPEL PAYMENT OF TRIBUTE FOR USE OF BROADCASTING MATERIALS

SEC. 507. That any person who wilfully coerces, compels or constrains, or who injures or by threats attempts to injure an owner, operator or other person having control of a broadcasting station, or member of his family, his property, or his business; or who induces, incites, or by threats attempts to induce or incite a boycott against a third person or organization; or otherwise attempts to coerce, compel or constrain such owner, operator, or person in charge of such station, against his will, to pay tribute for the privilege of producing, preparing, manufacturing, selling, operating, using, or maintaining any material, machines, or equipment, used or intended to be used in radio broadcasting, or so used or intended to be used for recordings, transcriptions, or mechanical, chemical, or electrical reproductions in any form, which are so used, or intended to be so used, either directly or indirectly, in the operation of any radio broadcasting station, or in the production, preparation, performance, or presentation of any radio or television program; or otherwise coerces, compels, or constrains another person to impose any restrictions, or compel any tribute upon the lawful production, preparation, manufacture, sale, operation, use or maintenance of material or equipment so used or intended to be used, against the owner, operator, or person in charge of a broadcasting station, or other person, to prevent the use thereof by a broadcasting station; or to pay tribute to any person or organization in recognition of a purported continuing financial interest in a broadcast for which payment has been made; shall be guilty of a felony and punishable by imprisonment for not more than two years, or by a fine of not more than $5,000, or both.

COERCION TO PREVENT PARTICIPATION OF NONCOMPENSATED EMPLOYES

SEC. 508. That any person who, wilfully, requires, coerces, compels, constrains or threatens to require, coerce, compel or constrain the operator, owner or person having control of a broadcast station, against his will, from broadcasting or permitting the broadcasting over such station of a non-commercial educational or cultural program, for which the participants in such program receive no money or other article or thing of value for such service other than their actual necessary expenses, and where the owner, operator, or person having control of such station neither pays, gives nor receives any money, article or other thing of value on account of such broadcast, shall be guilty of a felony and, on conviction thereof, punishable by a fine of not more than $5,000, or imprisonment for not more than two years, or both.

Back Again

RICHARD SANVILLE, CBS director on Cream of Wheat Corp.'s *Let's Pretend*, threw his back out of joint last week while giving a cue for the show. He did the same thing last year on the same show and in same manner.

Oechsner on Trials

FREDERICK C. OECHSNER, European news manager of UP, is head of the UP staff covering the Nuremberg war criminals trials. Working with him are seven other members of the UP staff. R. H. Shackford, chief of the UP State Department staff at Washington, is in London directing UP coverage of preliminary sessions of the United Nations organization. Reynolds Packard, UP correspondent who has covered news from Ethiopia to Germany, reached Shanghai last week enroute to report the Chinese Nationalist-Communist conflict along the Manchurian border.

Expanded Budge For NAB Propose

Larger Appropriations Neede To Cover New Activities

GREATLY increased operati budget to finance expansion NAB functions and personn projected with election of Jud Justin Miller as president, will considered by the association's F nance Committee which meets De 13-14 in Washington.

With its expanded activity 1946 the association will requi larger appropriations all down t line. Merger with FM Broadcaste Inc., in which FMBI's stations b came NAB members, and creati of the FM Dept. under Robert Bartley, added additional off space and facilities. Moreover t special activities of this depar ment will require additional fund

Strengthening of the Dept. Broadcast Advertising by namin of J. Allen Brown, general mana ger of WFOY St. Augustine, Fla as assistant to Frank E. Pellegri department head, [BROADCASTIN Nov. 19], will mean a materi increase in funds. Mr. Brown wi concentrate on small market sta tion activities.

Moreover the department wi enlarge its retail activity by de veloping further the Retail Promo tion Plan started three years ag With conclusion of the one-yea radio experiment at Joske's depar ment store in San Antonio the de partment will have basis for in tensified retail promotion.

The employe relations activity o the NAB will receive attention i 1946 under a plan approved by th board of directors last summer an reaffirmed at the Oct. 1-2 meetin

Food Firm Merger

MERGER OF HUNT Foods an California Conserving Co., two o the West's oldest food processors was ratified by stockholders o Hunt Food Inc. at a meeting i Hayward, Cal. Nov. 19. M. E Wangenheim, formerly presiden of California Conserving Co., wil become president of Hunt Foods whose former president, Frederic R. Weisman, becomes executiv vice-president of the combined or ganization. No change in person nel or operational policies of either company is contemplated.

TV

(*Continued from page 15*)

respect to television operating schedules was a compromise between its original proposal and that offered by Paul W. Kesten, CBS executive vice-president, at oral arguments on the rules last month. Mr. Kesten, whose proposal was given considerable support by independent broadcasters, had declared that the plan to require six hours daily of television programming amounted to a notice to prospective licensees to stay out of television unless they had millions of dollars to carry it. He therefore advocated that only one hour of telecasting per day be required until set ownership reached 10% of the homes in the area and that the number of hours be stepped up as proportion of sets increased.

The minimum of 28 hours per week decided upon by the Commission was proposed by both Bamberger and TBA. The latter organization, however, had suggested that the rule not take effect until a station had been in operation six months. TBA thought the 42-hour minimum might be required after a year's operation. Neither NBC nor American objected to the 42-hour proposal.

Opposition Voiced

Opposition to the rule on multiple ownership had been voiced at the hearings on the ground it would interfere with television development. NBC objected to any fixed limit on the number of stations licensed to one owner, pointing to plans for a video network requiring ownership of seven key stations. TBA had urged that the rule as written be given liberal construction.

The application of chain broadcasting rules to television also was opposed by NBC as a step which might handicap the new industry. TBA thought the rules applicable to stations engaged in network broadcasting should be left in a tentative status subject to review as the art develops.

The rule requiring use of common antenna sites had been generally favored, TBA foreseeing some local problems and NBC expressing satisfaction providing the requirement does not apply to structures.

The Commission had not previously formulated rules governing announcement of mechanical reproductions, station identification or sharing of channels but had invited comment on these matters. Several industry spokesmen opposed any requirement to "label" use of film in television. The rule that station identification be given at least hourly and that both aural and visual announcements be used was suggested at the hearings. Sentiment toward channel-sharing was mixed, with some of the larger broadcasters opposing it and the smaller ones favoring it.

Commission's action on the allocations was greeted by J. R. Poppele, TBA president, as having swung open the doors for the expansion of a television service across the nation." Expressing gratification that the association was able to assist the FCC in reaching "this all-important decision", he pointed out that the assignments for the first 140 market areas are basically those suggested by TBA.

"Television is now ready for the American public," said Mr. Poppele. "Scores of manufacturers are expected to begin the construction of television receivers early next year, in all screen sizes and in prices ranging from $100 upwards. The employment potential in this new industry will be immense and many servicemen returning to civilian life trained in electronic methods and radar will find in television a made-to-order field for their talents.

"New television stations are expected to go on the air late in 1946 with a considerably larger number of stations entering the field during 1947 and 1948. It is to be hoped that by 1950 network television on a national basis shall have been achieved. Certainly within a few months network television will be in regular operation between Washington, Philadelphia, New York City and Schenectady, N. Y."

DUNN TO BERMUDA; REPLACES RUSSELL

IN A LAST-MINUTE change, Assistant Secretary of State James Clement Dunn replaced Assistant Secretary Donald Russell as chairman of the American delegation and chairman of the British-American telecommunications conference which opened last Wednesday in Bermuda.

Mr. Dunn was chosen because he is in charge of European affairs. The British requested the U. S. to provide a chairman for the sessions. He plans to remain throughout the conference, whereas Mr. Russell had planned to return to Washington shortly after opening the meetings, leaving FCC Chairman Paul A. Porter, vice-chairman, in charge [BROADCASTING, Nov. 19]. George Pierce Baker, director of the Office of Transportation & Communications Policy, State Dept., is deputy to the chairman.

Delegates in addition to those listed in the Nov. 19 BROADCASTING are Sigmund Timberg, Office of International Trade Operations, Commerce Dept., and Col. F. L. Lough, assistant chief, Plans & Operations Division, Office of Chief Signal Officer, U. S. Army.

Staff members, who will handle stenographic, secretarial and detail work include Mrs. Ann A. Finberg, Mrs. Margaret Kohlepp and Mrs. Virginia G. Siler, Telecommunications Division, and Theresa Michaud, Office of the Assistant Secretary for Economics.

P & G Shifts Shows

PROCTER & GAMBLE Co., Cincinnati, today (Nov. 26) moves "Road of Life", now on NBC for Crisco, to CBS, Mon. through Fri., 1:45-2 p.m., at the same time shifting "Young Dr. Malone" for Duz from 1:45-2 p.m. to 1:30-1:45 p.m. and eliminating "Meet Margaret McDonald", now broadcast at that time. Agency is Compton Adv., New York.

Radio Watch

(*Continued from page 15*)

buying department, United-Rexall.

The proposed New York test would be the forerunner of a nationwide service "as soon as Federal authority through the FCC would grant the right of commercial application of broadcast and sale to sponsors of time at specified hours," said the application. The sponsors would be those with products "well-known to the public and require no descriptive matter such as soft drink, cigarette and soap companies".

Estimated retail sales prices would be $5 for the portable (pocket) unit, $5 for the office desk set, 3 inches by 2½ x 2, and $10 for the home set. The price range for other small portable sets which could be tuned to receive the standard band would vary from $15 to $45.

In addition to manufacture of transmitting equipment by Raytheon, Belmont Radio Co., receiving set subsidiary of Raytheon, would manufacture receiving units. United Rexall Co., comprised partially of Liggett, Owl, United, Whelan and Rexall Stores, would sell units along with other trade channels, application said. It was estimated the developmental transmitter in New York would cost $15,000, antenna and studios an additional $15,000, with overall operating and test costs for three months amounting to $20,000.

"Raytheon and Belmont have agreed to add to manufacturing costs of the receiving set an amount not in excess of 50 cents each to subsidize the operation of the broadcasting station and defray other expenses of the company," it was stated.

Electronic Time Inc. would use a directive beam system located on top of the Lincoln Bldg. in New York. Radius of reception would be about 25 miles. Station would broadcast continuously 24 hours daily, using a wire recorder synchronized with Arlington time signals. Mr. Mathias, president, would be the only stockholder, holding all of its 151,000 shares.

The service would be a radio adaptation of the time and weather reports now provided in many cities by dial telephone and with courtesy sponsorship announcements.

Another offshoot of the plan would be a home alarm clock service. An electric clock, with miniature receiver built in, would be set off at a predetermined time by a radio signal on the pretuned clock receiver. Following the alarm would come the 15 seconds of news, time and weather, by courtesy of the sponsor.

The application seeks a new developmental broadcast station to operate in the band between 25 and 30 mc with 2,000 w power, an A-3 (voice) emission. A Raytheon transmitter is specified.

AMERICAN LAUNCHES SEVERAL NEW SHOWS

DECEMBER will usher in new programs and new program techniques on American, varying from audience-participation features to news analyses.

Two afternoon participation shows, *Al Pearce Show* and *Bride and Groom*, both sustaining, start Dec. 3 from Hollywood. Programs will feature new stunts in audience participation. Elmer Davis and his news commentary starts Dec. 2 three times weekly. Opening night's performance of the Metropolitan Opera on Nov. 26, four days before opening of regular Saturday afternoon series, will be broadcast on network for first time in 60-year history of the opera.

New sponsored programs include Drew Pearson, news commentator, for the Frank H. Lee Co., with a contract for 52 weeks, marking a new era in history of men's apparel advertising, usually highly seasonal in nature. *Christian Science Monitor* starts quarter-hour news and dramatization of news on Saturday evenings, featuring Erwin Canhan, editor of *Monitor*. On Dec. 1 Texas Co. resumes sponsorship for sixth consecutive season on American of Saturday matinees of the Metropolitan Opera.

WARM Transfer

RESULTING from compromise reached on litigation pending for four years in Pennsylvania courts involving stock holdings in Union Broadcasting Co., licensee of WARM Scranton, Pa., application was filed with FCC last week for acquisition of control of WARM by Martin F. Memelo, WARM general manager. Settlement of suit through the compromise involves purchase by Union Broadcasting of the 124 shares (49.6%) common stock held by Lou Poller, licensee treasurer, for sum of $50,000. Mr. Memelo also owns 124 shares and remaining two shares are held by James G. Scandale, brother-in-law of Mr. Memelo. Mr. Poller filed equity suit against licensee, Messrs. Memelo, Scandale and John Memelo in December 1940. The Poller stock will be held as treasury stock by Union Broadcasting.

Co-ops File for FM

OHIO COUNCIL of Farm Co-operatives, in behalf of state agricultural cooperatives, Ohio Farm Bureau and Ohio State Grange, last week filed applications with FCC for four FM stations to be located in Dalton, Dunkirk, Lancaster and Lebanon, O.

Siegel Rejoins WNYC

SEYMOUR N. SIEGEL, discharged from the Navy as a lieutenant commander after four years, has rejoined WNYC New York as director of programs, same position he held prior to May 1941, when he entered service.

At Deadline...

NAB MUSIC COMMITTEE NAMED BY JUSTIN MILLER

NEW NAB Music Committee named by NAB President Justin Miller will hold its first session in Washington Dec. 6 to cope with Petrillo situation. Committee, representing cross-section of field, includes: Network: Frank E. Mullen, NBC; Frank K. White, CBS; Mark Woods, American; Robert D. Swezey, Mutual. Affiliates: E. E. (Ted) Hill, WTAG Worcester; G. Richard Shafto, WIS Columbia; H. Allen Campbell, WXYZ Detroit; T. R. Streibert, WOR New York. Clear Channel: James D. Shouse, WLW Cincinnati; Paul W. Morency, WTIC Hartford. Regional: T. A. M. Craven, WOL Washington; J. Harold Ryan, WSPD Toledo. Small: Clair R. McCollough, WGAL Lancaster; Marshall Pengra, KRNR Roseburg. Independent: Wayne Coy, WINX Washington. Also John Elmer, WCBM Baltimore, chairman, employe-employer relations committee; Walter J. Damm, chairman, FMBI-NAB executive committee; John E. Fetzer, liaison for board on employe-employer relations committee.

FOUR COMMENTATORS NAMED FOR FURTHER PROBE

SPECIFIC CHARGES against four radio commentators whose scripts were among those of seven commentators examined by House Committee on un-American Activities, will be made in a report to House shortly, Ernie Adamson, Committee counsel, disclosed Friday. Report "will tell the House that at least four of these commentators are worthy of further investigation," said Mr. Adamson. "And it will contain specific charges against them." He refused to name them. Committee in October requested scripts of Cecil Brown, Mutual; Johannes Steel and Sidney Walton, WHN New York; William S. Gailmor, WJZ New York; Raymond Swing, American; J. Raymond Walsh, WMCA New York; Hans Jacob, WOV New York [BROADCASTING, Oct. 15].

COLOR TELEVISION IN YEAR

WITHIN 12 months color television in the higher frequencies (above 400 mc) should be so far advanced that lower frequency telecasting will be outmoded, Paul W. Kesten, CBS executive vice-president, declared late Friday. He said net result of FCC's efforts to make "best possible use of the few television frequencies in the lower spectrum" can be "nothing more than a stopgap." Only in higher frequencies are there sufficient channels for nationwide service, said Kesten statement, which concluded: "Despite any interim action, the die is cast—hundreds of television color transmitters and millions of television sets should soon be stamped from it."

Closed Circuit

(*Continued from page 4*)

of thrice-postponed clear channel sessions in Washington. Answer should come this week. It is assumed industry will be invited.

U. S. AMBASSADOR Charles Sawyer, who retires from his Belgian assignment this week, is expected to return to his Cincinnati home and to overall supervision of his newspapers and radio stations, which include WING Dayton and WIZE Springfield. Formerly general counsel of Crosley Corp., he may run for Senate.

FCC APPROVES SALE OF KID FOR $108,000

TRANSFER of KID Idaho Falls, Ida., to Idaho Radio Corp. for $108,000 was approved Friday by FCC. Announcing decision on application for assignment, Commission said it was satisfied new owners possess qualifications to operate station in public interest.

Original cost of tangible station property totaled $58,070, according to decision, and estimated replacement cost is $75,000. Purchase price is slightly higher than amount paid by KID Broadcasting Co. (assignor) for station in 1944 from Jack W. Duckworth Jr.

Approximately 71% of authorized stock of $150,000 of purchasing corporation is subscribed by Idaho Falls residents, largest local stockholders being David Smith, president, with 30%, and Joseph E. Williams, vice-president, 18%. Remaining 29% will be held by Radio Service Corp. of Utah, licensee of KSL Salt Lake City, and four individuals closely connected with KSL interests.

WEST VIRGINIA GOVERNOR IS APPLICANT STOCKHOLDER

GOV. CLARENCE W. MEADOWS of West Virginia becomes a 30% owner of Capitol Broadcasting Co., applicant for new station on 1240 kc 250 w in Charleston, under amended application filed Friday with FCC by Spearman & Roberson, Washington counsel. He would own 75 of 250 shares.

Two other applications are on file for same facilities, one by James H. McKee, other by Chemical City Broadcasting Co. Three applications have been designated for consolidated hearing [BROADCASTING, Oct. 29]. Gov. Meadows, who took office last January, was West Virginia attorney general for five years and previously was judge of Circuit Court.

People

LT. COMDR. JOHN HURLEY, USNR, out of Navy after four years, back at WRC Washington as staff announcer.

LT. COL. SAMUEL ROSENBAUM, former president of WFIL Philadelphia, who headed Radio Luxembourg during the entire time of operation by American forces, returned to this country last week and is on terminal leave.

LT. COL. DOUGLAS W. MESERVEY, just returned from more than two years of service overseas and Mrs. Elaine Ewing, of J. Walter Thompson Co., of Washington, were to be married in Walter Reed Chapel, Washington, on Nov. 24. Col. Ed Kirby was to be best man and Mrs. James Doolittle matron of honor.

LT. FRANK BLAIR, USNR, production manager of WOL Washington before Navy air duty, returns to staff in charge of special assignments. CAPT. WINTHROP (Bud) SHERMAN, former KMOX St. Louis announcer, joins WOL after Army discharge.

COL ELROY McCAW, owner of KELA Centralia, Wash., has been discharged from AUS after four years' service during which he served as executive officer in Air Communications and, more recently, as special assistant to Brig. Gen. Harold M. McClelland, Chief of Air Communications. Col. McCaw went on active duty in 1942, will return to radio interests.

WCOP TO BUILD

INVESTMENT of more than a half-mill dollars for new studios, offices and tra mitter for WCOP Boston is announced Cowles brothers, owners. New studios and fices will occupy 24,000 square feet on grou floor of New England Mutual Insurance Bld and transmitter will be located at Lexingt Mass., seven miles north of Boston. Sin Cowles brothers bought WCOP last year st tion staff has been quadrupled. Affiliation wi American began last June 15. Plans conte plate application for power increase in ne future. WCOP operates on 1150 kc, 500

STROMBERG-CARLSON BUILDIN

CONSTRUCTION work on the $875,000 rad city for Rochester, N. Y., was started la week by Stromberg-Carlson Co. Broadcastin center, which will house company's two st tions WHAM and WHFM, should be read late in 1946, William Fay, vice-president charge of broadcasting, stated. Project wi comprise six large studios, five control room and auditorium seating 400, plus offices.

FM Grants

(*Continued from page 4*)

Bristol Broadcasting Co. Inc.; Fidelity Broa casting Corp.; Matheson Radio Co. Inc.; T Northern Corp.; Templeton Radio Mfg. Corp Harvey Radio Laboratories Inc.; Raythe Manufacturing Co.; Massachusetts Broadcas ing Co.

Following are the grants listed by cit name of applicant, type of station and interes in standard station in that order. Types station are indicated by the initials M f Metropolitan, WPR for Metropolitan Possib Rural, and C for Community.

CALIFORNIA

Maryville, Sacramento Valley Broadcasters, M. Po
Ontario, Daily Report, Harnish, et al, Mrs. Jere
Appleby Harnish et al, C.
San Diego, Airfan Radio Corp., M. KFSD.

ILLINOIS

Harrisburg, Harrisburg Bcstg. Co., MPR. WEBQ.

INDIANA

Columbus, Syndicate Theatres Inc., M.

MASSACHUSETTS

Brockton, Cur-Nan Co., C.
Fall River, Fall River Bcstg. Co., M. WSAR.
Greenfield, Recorder Pub. Corp., C.
Greenfield, John W. Haigis, C. WHAI.
Lawrence, Hildreth & Rogers Co., M. WLAW.
New Bedford, Bristol Bcstg. Co., M. WOCB.
North Adams, James A. Hardman, M.
Pittsfield, Monroe B. England, M. WBRK.

MICHIGAN

Benton Harbor, Palladium Pub. Co., M.
Dearborn, Herman Radner, C. WIBM.
Muskegon, Ashbacker Radio Corp., M. WKBZ.
Port Huron, Times Herald Co., M.

MINNESOTA

Rochester, Southern Minn. Bcstg. Co., M. KROC.

NEW HAMPSHIRE

Claremont, Claremont Eagle, M.

NORTH CAROLINA

Wilmington, Wilmington Star-News Co., M.

OHIO

Alliance, Review Pub. Co., M.
Ashland, Beer and Koehl, MPR.
Athens, Messenger Pub. Co., M.
Fostoria, Laurence W. Harry, C.
Fremont, Robert F. Wolfe Co., C.
Hamilton, Fort Hamilton Bcstg. Co., C. WMOH.
Newark, Advocate Printing Co., M.
Toledo, Unity Corp., M.
Warren, Nied and Stevens, C. WRRN.

PENNSYLVANIA

Altoona, Gable Bcstg. Co., M. WFBG.
Bradford, Bradford Publications, M.
Harrisburg, Patriot Co., M.
Harrisburg, WHP Inc., M. WHP.
Johnstown, WJAC Inc., M. WJAC.
Reading, Hawley Bcstg. Co., M.
Scranton, Scranton Broadcasters Inc., M. WGBI.
Sunbury, Sunbury Bcstg. Corp., M. WKOK.
Wilkes-Barre, Louis G. Baltimore, M. WBRE.
Williamsport, WRAK Inc., M. WRAK.

SOUTH CAROLINA

Greenwood, Grenco Inc., M. WCRS.

TENNESSEE

Clarksville, William Kleeman, M. WJZM.

TEXAS

Temple, Bell Broadcasting Co., C. KTEM.

WEST VIRGINIA

Morgantown, W. Va. Radio Corp., C. WAJR.

WISCONSIN

Green Bay, Green Bay Newspaper Co., M.
Wausau, Record Herald Co., M.

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IN THE HOMES OF THE PEOPLE.
IT is significant that in homes of wealth where the very best is demanded, Ivory Soap is used in the nursery. At the same time, in hundreds of families where economy decides the choice, Ivory Soap is selected. Thus its purity attracts the rich; its economy attracts the poor. High quality and low cost: is there any better combination?

In the DISTRIBUTION DECADE
advertising must again be a stabilizing force!

NOW comes the Distribution Decade. And with this era will come responsibilities aplenty . . . and new opportunities for Advertising.

There is ample manpower, money, materials and production facilities to produce goods. There is purchasing power to consume them. But on Advertising will rest a large measure of the burden of quickening the flow of merchandise between producer and consumer, if we are to avoid widespread and disastrous unemployment.

Doing a straight "selling" job will not be enough. Advertising must not only create demands, but it must also help *stabilize* our economy by regulating these demands to meet our national production potentials.

Agency men with an eye to the future are perfecting plans for the Distribution Decade — now. So are we here at the Nation's Station. When you are ready, we will have much of interest to tell you of the great 4-State market that is WLW-land.

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DIVISION OF THE CROSLEY CORPORATION

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